



**FEEDING FRENZY**  
INSIDE SARAH PALIN'S  
WEEK FROM HELL P.34

★ ★ ★ 2008 RANKINGS ★ ★ ★  
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MEDICAL • BUSINESS • LAW • ENGINEERING P.55

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## ELECTION 2008

### WHO WOMEN WANT

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groove, and  
Dion lost  
his mojo  
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# 'It is ludicrous that in Canada it is impossible, if not illegal, to pay for your own health care'

## DUBVA'S LEGACY

AS A MEMBER of the small minority of Canadians who support the presidency of George W. Bush, it was interesting to see your cover story about him in a somewhat positive light ("The absolutely Worst Legacy of George W. Bush," World, Sept. 8). There have been no few stories looking at the tremendous national President Bush's funding of AIDS programs in Africa, which have contributed to the saving of over a million lives on the continent. The President's oil-endowed No Child Left Behind policy is also critically underappreciated, as it has done more to improve the quality of education for all minority children, bringing up test scores to their highest levels in any time in the history of the U.S. Too many people refuse to look past the lies in Afghanistan and Iraq to appreciate President Bush's successes at home and abroad. Hopefully your article will change that. *Will Post, Windsor, Ont.*

**NOT SINCE** Richard Nixon has a U.S. president been so vilified as George W. Bush, and with good reason. Laura Ch. Savage's piece is an one-handed account of Bush's eight years in the White House. It relies on a president can maintain his country into invading Iraq with the enormous spending on defence at the expense of the U.S. economy, and without justification to support his claim that this war was necessary. Bush did make a few improvements, but on balance his presidency has been one of deception, arrogance, and a lack of understanding of foreign affairs and of his own country. History is unlikely to regard him as a good president. *Rosaleen Jones, London, Ont.*

**BEFORE** to Laura Ch. Savage for depicting the popular fiction, shared by most Canadians, that President Bush is a true American conservative. I only wish that she had strengthened her thesis by pointing to the evidence that Bush's global democracy-building policies in Iraq and Afghanistan share none ideological common ground with anti-conservative radicals like Woodrow Wilson and Louis Brandeis. The "non-conservative" who claim that America's mission is to abolish tyranny on a global scale have personal life histories with Ed Bradley, Jack or Thomas Jefferson. Sadly, the few remaining "paleo-conservatives" who pass this out are rarely

asked to interview on Fox or the CBC. Dr. Gerald Masera, Chair, Department of Philosophy, Trinity Western University, Langley, B.C.

**THE TRUTH** is that George W. Bush's legacy will be the continuing horror of Afghanistan, the debacle of Iraq, and the shame of the bare-naked Koran at Ground Zero. These are defining for as long as any of his bad-god attempts you mention in your article. *Mary Ann Haugland, Kitchik, Ont.*

**YOUR OVERLY** tame, polite, open framing article on the Bush legacy is not exceeding. You failed to mention the 2004 election rigged through the manipulation of D.C. holdovers.



machines. Robert Kennedy Jr., in an issue of *Rolling Stone*, wrote that about the 2004 election. "Republicans prevented more than 150,000 voters in Ohio from casting ballots or having their votes counted—enough to have put John Kerry in the White House." Bush got in via the back door. Bush and his cronies have left the U.S. stage scarred with torture and its authoritarian, less-than-constitutional security flights, and a questionable moral authority. And what about Mu-Gu-Aziz? Taghreb grade of the events at Abu Ghraib prison that cost lives? Bush's officials own criminal war crimes? You also failed to mention massive greed, corruption, and mismanagement of the billions given to Bush's private contractors for the Iraq reconstruction. Perhaps we had better

have a secretary of Bush to the *Wall Street Journal* of London, which, in 2004, described Bush's Republicanism as "the party of those." *Richard Yates, Oakville, Ont.*

**LAST YEAR** George W. Bush voted a bipartisan bill to directly help poor children. He deserves to be called many things, but liberal is not one of them. *Krista Berding, Edmonton*

## TWO LOAVES, ONE PRICE

**I AM WRITING** on behalf of Western Foods Canada with respect to your article comparing the prices of products in Canada and in the United States. "Why you're still getting gouged," *Business, Aug. 18*. While this is certainly a topic that deserves attention, Wonder Bread should not have been used as an example of higher Canadian pricing. In Canada, a loaf of Wonder Bread costs on average \$1.27, based on an audit of more than 4,000 stores completed by Nielsen Research. Similar research shows that in the United States, a comparable loaf of Wonder Bread costs on average \$1.14. For all reasons and purposes, this price is the same. Wonder Bread has always been and continues to be a popular bakery choice for Canadians. This success has been built on great value and customer for the whole family. *Ralph A. Robinson, President, Wonder Bread Canada, Kelowna, Ont.*

## HEALTHY DEBATE

**YOUR EDITORIAL** on the prohibition of health care as Quebec is indeed good news for the rest of us ("The new health care," *Frontier*, Sept. 18). The Canadian Medical Association is moving in the right direction, one that unfortunately the politicians and bureaucrats who run the Canadian Health Services stubbornly refuse to follow. That is it is impossible, if not illegal, to pay for your own health care in a supposedly enlightened society. The voters from the CMA are encouraging the least, and Quebec, in spite of its politicians, is showing us the way. *Daniel Corbett, London, Ont.*

**I READ** your editorial on health care in Quebec with a clenched fist and balled fists. The move to privatization has been well under way for quite some time now and I cannot understand how this is being allowed to hap-

pen. Many Quebec residents have private doctors and new clinics are already cold calling people, trying to ensure there are no access issues. I recently spent three hours in a clinic's waiting room to see a doctor while managing an advertisement for the private clinic upstairs. A beautiful, secure, clean waiting room is presented with the slogan, "Because your time is precious." Money and the public health system is a shambles and currently some amount of privatization is a relief, but when people who can afford to pay can see a doctor immediately and those who can't have to wait, well, that sounds like a two-tiered health care system to me. *Debra Taylor, St. Hubert, Que.*

**ALTHOUGH WAIT TIMES** are indeed distressing, they are not the crucial problem. In the lack of well-funded general practitioners (family doctors) that needs urgent corrective mea-

sures. Such doctors can handle most problems and should remain the point of entry, acting as a filter for the system. The medical profession has not done enough to correct third-party care, but that I am only a doctor with 42 years of experience, so what would I know? *Dr. James Eastwood, FRCPC (retired), North Vancouver, B.C.*

## MISSION IMPOSSIBLE?

**COMPLETELY** AGREE with My-Gon Lewis Maclean's assessment that Gen. Roméo Dallaire's conduct during the genocide in Rwanda ("Dallaire's deadly error," *National*, Sept. 1). Leadership comes with the burden of personal sacrifice, the least of which is risk-taking and passion by bending the rules and doing what needs to be done. The ill-equipped Rwandan troops match for Dallaire's trained paratroopers. Dallaire was a bureaucrat, not a leader. A leader knows it was time to ask for forgiveness then permission, but instead of firing bullets, Dallaire fired off letters to UN headquarters. Upon returning to Canada, he was motivated by bureaucratic for doing what bureaucrats do best: nothing. Dallaire's appointment to the Senate is sadly appropriate. *Gerald Becker, Thunder Bay, Ont.*

**TO HAVE** a difference of opinion between two very senior military officers is acceptable, but for Gen. Maclean to see those differences publicly is not. It is very unprofessional on his part and downright embarrassing to see a senior officer start to make such denigrating and disparaging remarks about another highly respected officer who gave so much of himself for his country. *Walt Menzies, Harry's Cove, Ont.*

**TWO** ONE of 12 Canadian soldiers who served under Senator Dallaire during the civil war in Rwanda. While I did not accompany the Senator on that fateful day of April 9, 1994, I offer the following for Canadians to consider when reading Gen. Maclean's new book and passing judgment on my former first commander.

The bodies of women and children strewn like wood on along Rwandan streets have prompted the Senator to focus on stopping the indiscriminate killing as he drove through the city to meet with the Rwandan leadership. The 10 Belgian guards the night before were taken by Rwandan soldiers trained by elite French military forces and led by officers, many of whom had been educated at universities in Quebec and at various French military institutions, not by the deadly French soldiers. No one within UNAMIR-1, including the Belgian commander, expected that they would be summarily executed by

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**THE CONFORMIST**  
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**ANDERSON**  
"Just when you think Canadian democracy can't possibly get any more 'World-Lead' the Green party leader is to be excluded from the televised debates!"  
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### A LITTLE DOSE OF CAMPAIGN HUMOUR

#### SCOTT FESCHUK'S CAPTION CONTEST—NO. 1

According to surveys, Scott Feschuk was awarded an unenviable female for some. Does the *Maclean's* captioner miss his femininity?  
—G.F. on Feschuk on the Female

### WEB POLL RESULTS

If you had to cast your ballot right now, who would get your vote?



THIS WEEK'S POLL: [macleans.ca/poll](http://macleans.ca/poll)

### INLOOK



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Was Maclean's blasting of Dalkine fair?

these same forces the next day. As Gen. Mike Borden, the minister of defence, and others may be in question by some within the Canadian military but, despite limited supplies and no chance of reinforcement, he made the 400 of us who made it out with him more than we thought we could, and we saved many lives. He remains one of the African troops he led. The deaths of those 10 soldiers weigh heavily on the minds of all of us who served in UNAMIR I, as does the deaths of our comrades from China, Senegal and Uruguay, and the numerous Rwandans that we could not save. Our presence and that of Senator Dalkine is having this horrible

masses revealed every day or so by someone who wasn't there but who would have undoubtedly done a better job  
D.J. MacNeil, Toronto

### HELP FOR ANXIETY SUFFERERS

YOUR INTERVIEW with psychologist Dr. Lynn Miller on children and anxiety (Interview, Sept. 1) was not only timely given the start-up of school this month, but valuable in that it helped to raise public awareness about anxiety. Many people do not realize that anxiety disorders can be treated without medication. Cognitive behavioural therapy (CBT) has been proven an effective form of treatment for not only children but also adults. The challenge is that the number of CBT-trained therapists in Canada is far less than what is necessary to meet the demands of the growing number of people coping with excessive anxiety. Treatment programs offered through the provincial health care systems are often fewer and far between. Those concerned about their own anxiety or that of a family member are encouraged to visit [www.anxiety.ca](http://www.anxiety.ca), the official website of AnxietyBC, an organization that helps people develop the skills to overcome anxiety disorders. Shelly Jones, President, AnxietyBC, New Westminster, B.C.

### CORRECTION

In our Sept. 1 issue, Maclean's reported that Cassidy Canadian had acquired Craftsman Tool Ltd. In fact, the two companies have signed a non-binding letter of intent, but no deal has been completed.

### IN PASSING

**Thomas J. Ryan**, 73, shoe manufacturer. Born to a family of Czech immigrants, he emigrated to Canada during the Second World War and founded the family business which it became the largest shoe-making enterprise in the world. By the 1980s it was selling 100 million pairs yearly, operated in 11 countries, and employed 85,000 people.

**Erik Nielsen**, 84, politician. A public works minister in Joe Clark's brief government, he later became deputy prime minister in the government of Jean Chrétien, where he was nicknamed "The Iron Lion" for his uncompromising stance. Nielsen resigned his seat in 1987 after representing Nelson for 18 years without a declared defeat. He was also older brother to Canadian actor Leslie Nielsen.

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7 DAYS

## A WEEK IN THE LIFE OF DAVID PAULISON

Talk about a perfect storm. The head of the U.S. Federal Emergency Management Agency (FEMA) spent last week preparing residents for three tropical storms barreling the Gulf of Mexico. No sooner had hurricane Gustav passed over Louisiana on Thursday than hurricane Ike took off for the Florida Keys, while tropical storm Hanna was making toward the mid-Atlantic states. Ike seemed sure, affording Paulison to cancel evacuation plans in the Keys, but coastal Texas remained vulnerable.

## Good news

### Fannie's flames

On its face, the nationalization of the two largest mortgage backbones in the U.S. is nothing to celebrate. The seizure of Fannie Mae and Freddie Mac by the U.S. federal government illustrates how low the American housing market has sunk, and how perilously close to collapse the country has come. Still, the buyout removes a key hurdle to recovery from the crisis, which has destabilized markets around the world. The purchase also affords an opportunity to reform a system that placed so much risk in the hands of two bloated corporations. Congress, along with the once White House administration, better not squander it.

### Double trouble

Longman won't admit it, but it's largely been obvious that many of the delays plaguing Canada's court system are part of a delicate court strategy. By the time a trial starts, many accused have made multiple expert appearances, often for minor administrative matters. The reason offenders get double or triple credit for time served before trial. It's a got-out-of-jail-early card, where long sentences can be slashed to months thanks to time served periods. The federal Tories, under pressure from provincial governments, have agreed to reconsider the policy. The change will play well with the legal and crime communities, but it's also a welcome sign of common sense that will not only, and end the incentive to delay, and end, justice.

### Take a load off

This week's off-the-spectacular advice for the incredibly stressed 1) Don't drink so much. A new study out of Quebec says people overeat when they overeat their

## Bad news

### May's grey area

The current uproar over the inclusion of the Green party from the released leaders' debates has only highlighted the need for new rules on participation. So far, we've seen Green Leader Elizabeth May and Prime Minister Harper both make highly dubious arguments for and against the Greens' participation. The networks, meanwhile, have left the verdict in the hands of the other four major party leaders—as May's lies it in the hands

don't see it. Now the election system is cracking down as well. Last week the main booklet for national high school English tests was pulled due to complaints about the poem "Education for Leaders," which deals with a damaged student going out armed with a briefcase. But if the issue is taboos on Internet, Shakespeare seems more likely target for a ban. *Roméo and Juliet* is packed with deadly teenage love violence.

### Gee, thanks Mom

Just when you thought Hollywood's parents couldn't think any lower: A new book by teen-speak's mom, Lynne Spurr, explains her daughter's self-definitions, her health and failed relationships. The book, *Through The Storm: A Real Year of Fame and Family* (in a limited edition), is Lynn's third about her daughter. Meanwhile, Connie McCreer, the mother manager of Lighthouse Men of the Episcopal Diocese of Georgia, is rumored to be writing a new book about their life together. Connie reportedly gave birth to Maxwell while serving time in prison for a drug-related offense. It's a whole new literary genre: rite-and tell.

### Gee, thanks family

We're all for free speech—even for a website created by the notorious Kluths. They say they were so into the media, the whole truth, and nothing but the truth, so help us Kluth... and that's their right, as Canadian citizens. But if you too feel the family name is important in making a peaceable off-the-record hit, you're wrong. In their case, their 21-year-old sibling, a Quebecer, Kluth's Own could just get them to exercise their right to remain silent, he'll be for better off.

### Sword 1, Pen 0

Sabbages in London, England, have left 16 teenagers dead in the first year. In response, Lord's Day's left-right police force can launch an all-out hunt on street knives, including ray

## FACE OF THE WEEK



AFTER A tumultuous year, first up, Spurr was the host of the MTV Video Music Awards this week, winning in three categories

Victoria's author of Langford and two local businesses are suing a man and his parents to recover the \$25,000 cost of his graffiti spree. The tag is another over-enthusiasm he already paid for his crime in 1991 and another money source—but that did nothing to curb the crime born by his tagging up his backside. Meanwhile, in nearby Victoria, high school volunteerism points clock march on telephone poles but by previous tagging. We anxiously want the results to see which side graffiti pressure is more effective: the chaos of the courts or the power of flowers.

of her opponents? It all rests of self-interested family logic. The Greens are clearly a mainstream party, though one that has never elected an MP to Ottawa. The debate set a major part of her election process. We've made mistakes covering up spending, polling, even over-enthusiasm. It's time to do the same for the TV debate.

CAPITAL DIARY

# MITCHEL RAPHAEL ON WHY JUSTIN'S NOT AFRAID OF THE BLOC AND NASTY CAMPAIGN TALK

## BLOC-ING OUT JUSTIN

Election 2008 will see Bloc MP's out in force in the Montreal riding of Papineau. The incumbent Bloc MP, Vincent Barbo, is up against Liberal Justin Trudeau, whose supporters view as the Antichrist. MP's leave their own beliefs during an election, but, my Barbo, "Trudeau gives me out that's quite interesting." For his part, Trudeau told Capital Diary he has no religious reservations based up and appears unswayed by Barbo's supportive colleague "The most like MP's who spend time regarding the issue that will have to defend their faith from our Liberal candidates there." Barbo had his own up before Trudeau did and one of the seven MP's featured on the cover of the *Black* magazine's Leader Gilles Duceppe's bar. Trudeau has already provided a lot of pain.

"I figured out there are a couple of points I have that I am going to have to get inside for if I am going to win them." While the Oct. 14 election falls on the Jewish holy day of Sukkot, it also falls on the opening day of Montreal Fashion Week. Asked whether the season makes Quebec fashionistas, Trudeau quipped, "I think any chance Mr. Harper gets to slight culture, fashion, the arts, he'll jump on it."

## WHY THE LIBERAL BUSES WERE TICKETED

During a Montreal campaign stop in front of Desrosiers College, Stéphane Duceppe got caught on the gas meter. He was, providing to an military music, responsible. The Liberal leader was caught by the Bloc's, the son of Annette Des Rosiers, who was painted down by Kluwer CTV in 2006 at the college. As for getting caught on the gas, while Duceppe was on the bus, he was outside



LIBERAL CANDIDATE Justin Trudeau (top), Laurent Harper (middle left), NDP MP Thomas Mulcair (middle right), Stéphane Duceppe (bottom left), and Bloc MP Vincent Barbo (bottom right) are all in the running for the seat of Papineau.

having their mobile buses. Then the two Liberal mobile buses were ticketed by a police officer for idling for over three minutes.

## MP'S IN GLASS HOUSES

Gilles Duceppe took some heat for putting his election signs up the Friday night before the vote was dropped. Montreal NDP MP Thomas Mulcair says that's not his own trick, managing to get

his own signs posted up high, especially on highways, which is permitted in Montreal. One of his programs, *North Magazine*, once a vintage free truck.

## JUST IN CASE, COULD YOU BRING A DRILL?

On the Friday morning before the election, an announcement, industry Minister Jim Prentice created a Facebook page called "Rokaver: Work Next Is One There's an Election Called And You Are in or Several Calgary." The Facebook notice and signs needed to be put together and to "bring a drill or a saw... and wear comfy clothes." Not everyone can afford to be every one. By the end of the day it was announced the PM would meet with Governor General Michaelle Jean to discuss Parliament. The NDP lost even further out of the game, though this week before the election was a surprise. NDP's own "Drill" website called "Drill" was asking for donations.

With the headline "Days to go to take on Harper," using what looked like a plump pig of Stephen Harper before his lost weight. And speaking of out-of-date photos, the Tories are still using the old "Not a leader" picture of Stéphane Dion with his previous front-end glasses in their attack ads. Further evidence of the mistakes of an election campaign: there was talk among some young Liberals of submitting a photo of the PM and his wife, Laurent Harper, to [www.hushonline.com](http://www.hushonline.com), where a Republican provided model John McCain and his running mate Alaska Palin were recently made honorary members. ■

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# This is Harper visited by the ghost of Gzowski



PAUL WELLS

Every word campaign, "let's say might have said but didn't," as usual in its own way. This one features the leaders of the two largest parties vying to be chosen their bureaucracy. We thought we were getting policy wonks, but instead we are hearing Socratic Guys threaten again us. (But only two. Everyone knows Jack Layton is a cartoon. The public appears far more details on this front is too small to be measured or to need appearing. Send blessings.)

The Liberals have launched a website to get you up to speed on Stephen Harper's leadership for snowbirds. Because that's what you ask yourself every time it comes, isn't it: how on earth is Stephen Harper going to have any for now? Meanwhile, Stephen Harper is flying across the country thanking people Sunday morning, Ottawa: thanks to the voters who made him Prime Minister Sunday afternoon, Quebec City: thanks, Quebecers, for putting up with his shaky French. Monday morning, Vancouver: thanks to members for their fervent love. Monday night, outside Baguio: thanks to farmers for all the tilling and the sowing. Thank you one and all. We come to the 16 day Oscar speech.

There is something novel and, if you must know, charming about the Conservative leadership challenge. In a spontaneous burst in Stokesshow the other evening I started to wonder whether he had been inhabited by the ghost of Peter Gzowski (an uncomfortable haunting for them both, no doubt).

"Now let me just end with this, my friends. It has been an unbelievable experience, the experience of a lifetime, to be your Prime Minister," he said. "You get to see this country in a way no one else gets to see it. You get to travel across the country, to see the true beauty of our country, you get to meet people in every corner and from every background in this great country. And you get to read

the world. And you get to see other people and the situations they live in, and the differences and the advantages that we have here.

"When I came to Saskatchewan, even on a beautiful day like this, I never came to be amazed. To look out and to think—especially at that cold wind whistles across the prairie in the winters—to think how tough the people who come here had it. To break the land and to build everything that we have today. How tough it must have been for the Aboriginal people before that, to live in that environment.

"But I also never forget that there are very few places in the world where you can look out across the eye corner and see land that is rich, land you can grow things on, land you can build your families on, land that is full of potential. That's what people see in this country when they come from every corner of the earth. They see opportunity as limitless to the horizon of Saskatchewan. That's what we're building here."



**In the campaign's early days, he's been on his game in a way that's impressive to watch**

There is, of course, strategic advantage being sought in these barnstorming tours, at intervals, from the mouth of this same river pushed and snuggled fellow. One of Harper's staffers calls it "the Oprahization of Canadian politics," the expectation that voters must know their leaders in person and not just as bearers of policies. It is a feature of the landscape that Harper has decided he cannot beat. So he will join it. He too does, with his snowbirds and his tactics, too.

Even more than a hole opens to Harper for his earlier dismissal of his own fiscal election data. Now, for justifying cuts to arts programs by portraying artists and their advisors as frauds, for condemning the way business is done in Parliament, for the way you can sometimes actually see the wheels behind

his eyes as he calculates which enemies he can get away with, health-care wait times, income tax location, the priorities best to promote or finally discarded. But in the early days of the campaign he has been on his game in a way that is simply impressive to watch. Whichever side it is, politics is a craft. One consideration in judging a politician is whether he is any good at the technique of it. Harper has been a diligent student of the technique of politics. It shows.

His staff comes a shock to learn with a senior try from event to event, and Harper is most dangerous—not his opponents, or sometimes just to journalists trying to pin him down—when he leaves on that lecture, discussing photographs only, so caught up in the discussion he forgets just talking points to argument.

In Winnipeg he unveiled a proposed oil pipeline (was that was, from many angles of analysis, cockamamie). Yet it was a pleasure to watch him defend it. Was he encouraging fuel use? No, because it cannot be discour-

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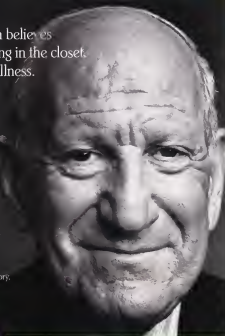
ON THE WEB: For more Paul Wells visit his blog at [www.macleans.ca/middleworld](http://www.macleans.ca/middleworld)

## Harry Rosen believes clothes belong in the closet. Not mental illness.

Harry's mother struggled with long, intense periods of depression when he was growing up. She'd hole behind a closed door in her room. "Nobody talked about depression in those days," says Rosen. "And stigma was a big reason why she never received treatment until later in life." That's why Harry Rosen is speaking out in support of CAMH's open approach towards dealing with depression, because Rosen passionately believes silence is an approach that no longer "fits."

To hear Harry's full story, and others like it, please visit

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# camh

## Vote for me—my hobbies are way better!



ANDREW POTTER

For a while there, it was looking so as if this would be the first American presidential election in memory that did not revolve around the question of which candidate held the moral high ground over the Vietnam War. But that was before Sarah Palin arrived on the scene.

According to the media consensus, with one dynamic speech the Alaska governor went and launched America right back into the morning battle over religion, social values and governance that has consumed the nation's politics for the past 40 years. But in a flash, she was in the culture wars, it's being fought on some either/or terrain, with the lines of opposition forcing us not along traditional issues such as abortion or gay marriage, but over who has the better hobbies.

To put it bluntly: Sarah Palin must be the first candidate for vice-president to make her claim to the office largely on the fact that in her spare time she enjoys shooting and dismembering large defenceless mammals. She only alluded to the hobby in her actual speech, but before McCain's address the next day they played a whole obitography, obviously put together in great haste, that was designed to introduce this complete unknown to the party faithful. What was the thrust of the message? As the chatty, movie-studio voice-over intoned at the beginning of the video: "Mother... Moose hunter... Maverick."

All politics is to some extent personal, but Palin soon determined to outdo both Obama and McCain in making an argument out of her identity. In her speech, she barely alluded about any of the usual culture war battlefronts like church and state, homosexuality, gun control, abortion. Instead, she talked about her career herself a lot, then talked about her career herself a lot more. She's a house hunter and hockey mom and her husband works in the oil fields and fishes and races snowmobiles on his days off. Son Tyke is off to kill bugs,

while daughter Bristol has gone and done her best Jane Lyon Spurn impression. And that's how they became the Palin bunch.

When she finally got around to talking about her Democratic opponent, Barack Obama must have felt a bit like one of those large defenceless mammals caught in her path. With calm precision, she took aim at his position as a "community organizer," at his "high flown speech making," even at the fact that he refused that Barack did his own acceptance speech.

What if there was something the media—and even Republicans, for this matter—had not had the balls to do, and that is to refuse to give Obama the defence over to his status as the first black candidate for president.



## This isn't a class war. Priced ATVs recently? Yoga and arugula are frugal by comparison.

Instead of suspecting his background, the media fan of it, treating him as just another too-dim, big League-colored, wine-sipping member of the blue elite. That he happens to be (half) black was irrelevant. In choosing to pick up Obama's lifestyle, Palin contradicted to the core realities of the supposed culture war that even she seemed to realize.

In his 2004 book *What's the Matter With Kansas*, the critic Thomas Frank complained that for decades Republicans have been effectively running the party's base. They get the support in all a bell over things like gay marriage and abortion during campaigns,

but once in power quickly put those issues on the back burner, turning their attention to issues that matter to their fiscal-conservative backers: corporations, free trade, and reinvigorating the welfare state. Through this means, electoral bait-and-switch, Frank argues, good hearted folk from the heartland are bamboozled into voting against their economic self interest. Always willing to trade economic hope for religious comfort, they serve as cannon fodder in a culture

war the Republicans claim have no intention of trying to win.

Frank's argument is actually just a variation on Obama's ill-advised remark about "bitterness" causing people to cling to guns and religion. Obama and Frank think the sort of people who like to chop fiddles and shoot moose and ride snow machines also tend to be contentedly disadvantaged; that is, they assume that people with working class values must also have working class incomes, and that the culture wars are actually a disguised class war between well-off social liberals and not so well off social conservatives.

This is an assumption that Palin herself is happy to play off in her attacks on Obama. But if it was true, on an open issue, they you

could tell how much someone cared by how they spend their pocket money. It's no longer a thing and fishing, RVing, camping and snowing, dog sled and snow machine riding—there are now the working class pursuits of culture war of people. A canoe trip on the Northwest Territories will set you back ten or seven grand, while a week at a salmon lodge on the Bistchoche series is around \$10K. And has anyone priced a racing quip by snow machine recently, not to mention a class A snowmobile? In comparison, egg white omelets and yoga classes—out to motivate arugula—look downright frugal.

The candidacy of Sarah Palin doesn't herald an engagement of the culture wars, but their escalation. What 40 years of arguing has boiled down to is a dangerous era of who has more leisure pursuits. It's no longer a dispute over fundamental values, a fight to the death for the soul of America. Instead, it's a dinner-party argument over taste. ■

ON THE WEB For more Andrew Potter, visit his blog at [www.mackinnon.ca/andrewpotter](http://www.mackinnon.ca/andrewpotter)

# Why are all these mums so bugged by Palin?



BARBARA AMIEL

I've been trying to think who it is that Sarah Palin reminded me of in that evocative moment (about 32 seconds actually) when, standing on the platform acknowledging applause after accepting the presidential nomination, she told her Dewey's syndrome baby in her arms—before giving him to her husband. Apart from the Holy Mother receiving the adoration of three wise men and some shepherds—and she did not hand off the baby to Joseph as far as I know—the closest I've come in my collection of a wife in ex.A.J. Conroy versus *The Oatmeal*, I think Mrs. Ireland is married to a dentist and has about 12 children (I don't have the novel as hard to come) She is forever sitting feed on the stove while changing the poon with her teeth and lactating one child as frogs and more babies play at her feet. In the middle of this chaos she maintains a calm as perfect as a Shinto goddess.

Palin reminds me in the feminist shrip-nail corner as her "What kind of pregnant woman," asks the *New Republic's* Michelle Cardo in a wonderfully wistful column, "is so restless enough to travel 12 plus hours from Texas to Alaska after her worst breakup?" Now there's a question for the VP debate instead of the veritable cliffhanger about naming the president of Stern Lane.

Whether the phone rings at three in the morning and one of her children is really sick," writes the *Washington Post's* Sally Quinn, inspiring *Willie's* 3 a.m. ad, "what choice will she make?" My own retort is in posing judgments on this issue has not been matched by a number of mothers, some holding jobs, who have been publicly and privately wrong over since Sarah hit public consciousness last week. They know, or so they say, now down, that Mrs. Palin cannot possibly do right by her children and be a proper VP. But aren't they cannot possibly know—none of us

knows what another person's private arrangements, relationships, abilities etc. are (if they reveal them)—and since many of these women are intelligent enough to know that, the reason for their *diva* or *machina* unshakable opinion must lie in some enchanted territory of their minds, apart from that dark grove of left wing confusion.

Children do have to be brought up. Palin happens to have five children—three old enough to help out—plus a husband and there seems to be loads of relatives (ugh, to make little Trig's formula). This is the sort of family that went out of fashion in America and is slowly coming back into style as the nation that having only one or two children is swiftly gone (fashion in moral circles, but

children as middle, and upper class families. Think a modern version of the goodness depicted in *The King and I*.

Also, a strange reason for this fascination with her will involve feeling when we see someone doing something better than us. In sports it is "he could! have beaten me unless he was cheating!" syndrome, and in this case the cheating is not looking after his children properly. Those women who have pulled off multi-tasking family and professional careers, the comforting thought that they would have achieved much more were it not for their incomprehensible virtue as mothers doing the right thing.

The best, most useful aspect of all this is the old habit of people finding a moral component



## If I had to bet, I'd say Todd will take his gear at some point and head for the North Sea

most new big brooders are still unlikely to have husbands willing to give up their own jobs or sisters wanting to push the pram.

Some women are genuinely bewildered. They know what trouble they had bringing up a Dewey's baby or getting up at 3 a.m. to prepare the school run and can't see how anyone can do that and be ready to run the free world. They are not wrong. But this is the mindset of those who have never cottoned on to the fact that children can be brought up in a way that doesn't actually harm them without the ever-gestating American mum seeing their bedtime and seeing them all off in a minute. Perhaps the reason so many Asian countries from India to Sri Lanka and Bangladesh had few female leaders is that while there is a massive patriarchy in the East, there is also a matter of fact approach to having household help raise the

or something fairly minor or neutral as their own babies—whether it is real workings or only staying green/grey/blue. Multiply that by a factor of 1,000 when it comes to child rearing and you can see the problem. The closest example I remember of this is the habit of writer Stephen Vincent (aka *Prayer of Older Women*), who found that chewing cabbage leaves helped him stop smoking. A British writer but a domestic husband. Vincent felt that as not smoking was a necessary part of his family's health and because he had good cabbage leaves in

order to stop, anyone should then cabbage leaves as a central duty. He made no bones about telling all of us that.

Palin appears to have the perfect blend of Asian and modern American feminism in her household arrangements. She has found a husband who is not feminist Holy Grail—the man willing to give up his job and look after the kids. None of this guarantees Palin's success in either role but it explains the possibility many women could not be happy with an overworldy low achiever as husband, and if I had to bet, I'd say Todd will take his gear at some point and head for the North Sea. But then I like a man who never raises a finger when it comes to doing the dishes. Obviously, I'd never mind it as the first reason to be leader of the free world. ■

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CHARLES BARON/AGF

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## 'I admit to being, culturally, very British or English. We're more reticent about expressing ourselves and our emotions.'

PRIME MINISTER STEPHEN HARPER TALKS TO PAUL WELLS ABOUT HEALTH CARE, NATIONAL UNITY, AND HIS COMFORT LEVEL WITH OPENING UP

**Q** Let's start on some of this personal stuff. You've got a TV commercial out in which you talk about playing piano while your son plays guitar. Did you ever expect that to be part of your political work?

A: That's a good question. For some time, my people have been wanting me to do the best way to put it is—express myself—as an opposed to just talk about the government's policies and answer questions about the opposition and where the country's headed. It's something that, in some ways, I've been a slow realizer. I guess I come from a background—I admit to being, culturally, very British or English—where you tend to be hesitant of people who talk about their selves too much or make it about themselves. Obviously, we're more reticent about expressing ourselves and our emotions. But, you know, I'm working with it and getting my own comfort level with it. And I do think there's a fine line between talking about some of these things that people may find more interesting, and giving the impression that you want to be a celebrity in people's minds or something—because I don't and I never have. And I don't think that's something that people want in a prime minister.

Q: There's one subject that I think you were anticipating some friction on in the early days of this campaign that you've gotten. So I'm happy to give you a bit more. Look, like the phrase meaning of your final election-day line was

that you weren't going to call an election. There is an exquisitely tailored constitutional loophole that allowed you to get out of it. But it stated a date that would have been within the normal life of this country's Parliament—and as the day called the election rather than be defeated in the House of Commons.

A: Yeah, well, I don't agree with that interpretation. What we tend to do is create some controversy. And you know, a final election date has always been, let's be honest, somewhat theoretical in the context of a minority. Certainly any intention at the outset of this Parliament was to make this Parliament work as long as possible. And I think it's probably fair to say I had a decent hope that we would make it to the date. But I always thought we would need flexibility. And what I saw developing in the last few months, I saw developing very clearly. As we set down in the summer, particularly in July, we spent a lot of time planning the fall session, looking at the agenda we had and some of the things we wanted to achieve. And I just concluded that we were in the stage where we weren't going to get anything done. More importantly, I was increasingly worried that the opposition was moving toward a place where they had no intention whatsoever of losing as government, but they also might not want to bring this Parliament to an end. They might want to just push this Parliament to a place where it was getting absolutely nothing done. And that's not good for the country.

I guess I didn't anticipate we'd get to a stage where the opposition might neither desire us nor actually allow us to govern. And that was the situation I saw developing and we could not allow. And when I met with the opposition leaders, it was plain to me that this is exactly where they were headed. And you know, they're not really complaining about an election, they're just complaining about me calling it so they can score some points on it. But some of them had any intention of letting the government do anything. We can't run the country that way. Our system can't ignore me like that. And as I say, my defence is, you know if we were doing a snap election, they would have some real complaints. But we anticipated this for weeks, got them every opportunity to send different signals, and they didn't. Look, I would say that in the context of a majority, there's no excuse for calling an election other than the next election date. But we're not in that situation, and we're stuck in a situation where we had to use our better judgment.

Q: Now campaign messages, essentially, a lot of us at a level of propriety that wasn't best for us.

A: No, not quite, I wouldn't quote you that way. I say right now that we do have significant economic challenges. They don't emanate from Canada, but obviously we're part of a world economy, and a North American economy, where they affect Canada acutely. I think we're on the right track to get through that. I think to go on a different

track right now, the track being proposed by the opposition, would be disastrous. It would endanger our ability to successfully get through that period that I think we are moving successfully through.

Q: I had to include a bit of a comment on that one of the day of the vote day, which, at such times, talks about contrary versus risk. What made me think was, I thought that Canada at this time had long been a country of risk-takers. What's wrong with trying something new?

A: Well, I think we're always talking about these terms in slightly different contexts. And look, we tried a lot with the phrase because, you know, we are an uncertain world. What better way to put [what we offer] than certainty? What we offer is a very clear path and a very clear program to deal with the challenges we have. What the other side offers is, frankly, a gamble, not just a policy that is uncertain, but on a policy that is, as far as I can see, incomplete and is being improvised on the fly. Everybody knows we're in challenging economic times. Everybody knows—the Liberal party knows, they governed for a long time—that you have to operate within a budget of some kind. And yet they built every tax increase, they do every single expenditure—no matter what, they demand new programs they know we can't afford, they attack every single economic policy that we find. This is just a completely ad hoc set of economic measures because that now they're trying to hold together with this election. And I won't even talk about the Black and the NDP. Their policies aren't even that coherent. And that in the kind of uncertainty that is threatening to eliminate what a minority. And I just think this is a choice we've got to get to Canada. And I think it's a wise choice.

Q: Opponents leaders often come forward with policies that sound like no compromise or don't work. This policy that you had last time, elected another and a health-care wait times guarantee.

A: Well, first of all let me just mention your parents. Yes, opponents frequently get themselves into making promises they cannot carry out or that are impossible to carry out. I usually think we do a pretty good job in the last Parliament, of you look back at, at staying away from making too many commitments and we got to the date. And then I think we made, for the most part, a focused number of largely achievable commitments.

Q: Well, I think we've got to go back to the election of 2008. I think we've got to go back to the election of 2008. I think we've got to go back to the election of 2008.

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my November I took a couple of double steps, give the prime minister the option of having elected senators try and fix the term at eight years instead of six. I thought there were achievable objectives, none of them have gone anywhere.

We've talked legislation to allow for the election of senators. We haven't been able to get it through this Parliament because the NDP and the Bloc favour abolishing the Senate, the Liberal party favours the status quo, and now we're reached an impasse. And I won't talk about the Senate, which appears any motion, but there is still clear. And you know, in my hope of getting some change, I've been usually very single issue in the Senate votes, to give ourselves the option of putting in some elected senators. But that's a long-term agenda.

On the health-care wait times guarantee, well, look, we've announced several [agreements] with the provinces. There's a lot more work to be done on that but we've always said this is a one-step-at-a-time improve more to the health care system. The health-care system is a fair game, but I think the general consensus is that we are seeing some incremental improvements through our actions.

By the way, the important thing about our health care program is not the wait times guarantee, per se. It is that whatever we're doing, we've been prepared to do while recognizing that the provinces have primary responsibility and working with them to help achieve these objectives. As opposed to trying to undermine them or because there's not an equal about how they're running a health care system that is the federal level. Finally, don't completely understand how it works.

Q: In Vancouver, I was struck by your pitch to Western federations, especially on health care. You know, "40 years of a confederation." But what makes it of them here in 1987, they were quite close on the federal provincial relations front. We had a Conservative premier freely prime minister, and then it all went to hell as a headcount with a few conservative roller coaster. They've even that something like that would happen again.

A: Well, they should show you about what happened 40 years ago recently that that, which was the crazy unity politics of the late 1980s. That's the government, the sponsor of the 1987, that was quite close on the federal provincial relations front. We had a Conservative premier freely prime minister, and then it all went to hell as a headcount with a few conservative roller coaster. They've even that something like that would happen again.

I would say that. We have taken a sensible approach. As you know, in spite of my age I make a selection of these commitments. I think I've learned a lot from that. And I think we've been moving in the right direction. We're moving in the right direction.

I don't think it's been moving in such a good direction in a very long time. Who would have thought, even 25 or 30 years ago, we'd have a Parti Québécois that doesn't even want to talk about a referendum on sovereignty, let alone sovereignty, and a so-called sovereign leader in Ottawa who now says he's campaigning for federalism, and who doesn't want to talk about sovereignty. I do think we're moving in the right direction. I know a lot about what happened before, and I think we've learned from it. It will always be something that requires careful management, but I really do think on that we're on the right track.

I would say, on the contrary, my opponent, Mr. Dion, who's also running away from him, but a centralist federalism—but Mr. Dion brings an essentially dogmatic and confrontational approach to this situation.



**'I'll be honest with you. I'm disappointed we haven't made at least some progress on [Senate reform].'**

whether he undermade it or not, would influence this issue overnight. And finally, combined with his carbon tax, which isn't just about bad economic policy, but also about getting a whole bunch of money back in Ottawa, would require a whole bunch of debates that this country doesn't need to register. Whether it's the fiscal imbalance or the unity issue, whether people agree specifically with what we've done or not, I think if they sit back and look at it, they've got to agree that we're moving the country to a better place. ■



# WILL WOMEN DECIDE THE ELECTION?

**Suddenly, Harper leads among female voters. Dion's lost that old Liberal edge.**  
BY JOHN GEDDES AND AARON WHERRY

The generic signs and banners at an election rally aren't usually worth a second glance. But at Stephen Dion's campaign launch in Ottawa, among the dozens of standard-issue Liberal red placards being waved by his supporters, a rather dark white

one stood out. It bore no slogan, no candidate's name, just the words "National Women's Liberal Conference" as not very large print. The convention works to promote equal participation by women in the party. When the cheering was over, Maria Al Musawi, the 34

year-old campaign volunteer holding the sign, said she was glad to hear Dion announce that at least a third of Liberal candidates in this election campaign were women. "It's a concrete measure," she said. "It's not just talk."

Al Musawi is the sort of female supporter Liberals like to point to when they tout their traditional edge among women voters. It's been a key strategic advantage in recent elections. In fact, analysis points out that if Conservative had attracted as high a share of

women voters as they did of men in the 2006 election, Stephen Harper would almost certainly have won a majority. So at the onset of the 2008 race, Liberals have reason to be cheered in polls suggest they've lost their crucial gender-gap lead among women, while the Tories' traditional advantage among men appears to be holding up.

Harper, that is, if they are paying much attention. In fact, the apparent disadvantage of the Liberals' widely assumed lead among women is arguably the most overlooked big factor at the onset of this campaign, and not only in news reports and pundits' chatter. Some senior Liberal officials contacted by Maclean's said they hadn't yet focused on public polls showing their female-vote edge as in jeopardy. Yet the numbers are dramatic enough for Donna Duda, senior vice president of the polling firm Environics Research Group, could the largely unheralded pre-campaign evaporation of the old pre-Liberal lead among women Canadian voters "extraordinary" and "puzzling."

Those numbers are pretty clear. Environics' big pre-election poll for the CBC, survey-

## THE EVAPORATION OF THE OLD PRO-LIBERAL TENDENCY AMONG WOMEN IS 'EXTRAORDINARY'

ing an unusually large sample of 2,787 potential voters in the week before the campaign began, discovered that many more women were planning to vote for the Tories than for the Liberals. Overall, the poll found 38 per cent of Canadians supporting the Conservatives, 25 per cent the Liberals, 20 per cent the NDP, eight the Bloc Québécois, and seven the Greens. The Tory lead, while smaller of the top two parties polling roughly neck-and-neck, got plenty of attention. Most overlooked, though, was the even more surprising gender split: the Conservatives led not only among men, with 41 per cent to the Liberals' 28 per cent, but were also strides ahead among women, beating a 35 to 26 per cent lead. "I find this an extremely interesting development," Duda said. "I don't quite yet see why it is. There certainly has been a

**HARPER** can acknowledge his belly-budding side to his numbers among men and women. Dion has to win over men and women.

traditional advantage for the Liberals in women's votes."

And her finding doesn't look like an aberration. Environics' pre-campaign political preferences poll, conducted in late June and early July, also showed the Tories two percentage points ahead of the Liberals among women, 32 to 30. In March, the two leading parties were tied among women, 32 to 30. In other words, the three polls taken together show the Tories steadily tracking upward in women's support. Other polling firms are turning up similar findings—the Conservatives' usual competitiveness with the Liberals among women, while maintaining their narrower margin among men.

Liberal strategists did not sound particularly shaken when the numbers were pointed out to them. "It has to do with millions of dollars in pre-campaign Tory ads bringing down Mr. Dion," said one top party official, peeking women's will remain in the Liberal fold during the campaign. They'll have to for Dion to avoid disaster. Michael Marziano, the Liberal party's long-time top pollster, leaves no doubt about what the gender swing might represent: the difference between victory and defeat. "If the Liberals don't have an advantage among women, they do not win," Marziano told Maclean's. "Especially women over 35—that is over 15 per cent of the entire electorate."

If the Tories are now looking nervously at losing among women, they are hardly alone. Who was the target audience of those broadside chest-TV ads, released by the Conservatives just before the vote was dropped, in which Harper, usually clad in a sweater suit, Isaac Asimov to talk about his relationship with his son? Which voters did the Tories have in mind when they pointed out the Prime Minister at the luncheon table of the Huang family in Richmond, B.C., right next to their 34-month-old son Rick in his high chair, for the first major campaign photo-op? Women, first and foremost, were in the Tories' crosshairs in the early going.

It's hard to tell if the female vote, and one that looks designed to counter any lingering misgivings some women might have about Harper's reputation for gloves-off politics after half-jokingly, Al Musawi pointed out his style at "snacks with body-wits." Noting that at the campaign launch, former Liberal candidate and Liberal candidate in an Ontario riding, as well as the NDP, predict women will ultimately recoil from Harper's



"In-your-face aggressive style." Conservatives say their campaign will correct that misperception. Calgary MP Diana Ableson, one of the relatively few women in Harper's caucus, said high-profile men's events like his fiery will help offset the opposition's portrayal of him as an aloof, frosty Ableson hesitated to generalize about what women are looking for in a politician. "But I think it is about a person's heart, especially in a leadership position."

Harper can afford to accentuate his woman-friendly, lady-cuddling side because his membership in the Liberal world. Don must appear a credible ball-ancing act. Both the expected challenge of winning over men, and now the unexpected need to reach out to women. Liberal tacticians were steering, at least in the outset, to present him as a man's man, a lad to counter the story of his description of him as an "elite professor." A new Liberal website launched this week highlights Don's outdoor life, showing him skiing, snowboarding and fishing. It also came out of his career pushing hard on the hearings, against the Tories of "piling lies upon lies."

But there needs to persuade voters—especially men—that he's no wimp is remarkable considering his early political career. After all, his first eight years as the federal secretary were as a Conservative in government affairs, a man's man source of Quebec separatists and champions of federalism, known as his first wife's wing.

Despite that track record, the Tories largely

OTTAWA CENTRE candidate Penny Collette, polls suggest Liberals have lost their crucial gender gap lead among women.

with women that race, but far more than Harper will both. One possibility is that the Liberals shouldn't try to devise separate approaches for convincing white men versus maybe the same jury campaign style and wooing interest groups they hope will vote with men will also impact women.

Age isn't everything, though. Letting the public see Harper in sweaters and Don in overalls can only go so far in reminding their personas. Campaigns are also about issues. But women don't lose up previously on policy questions any more than men do. In the 2004 campaign, for instance, the Liberal use of an architect child care plan aimed at appealing fathers and early learning. But the Tories countered in 2007 by promising instead a \$700 monthly payment for every child under six years old. Don's says the choice over which was better for families—more money for progress or more for parents—up the young public about evenly including women.

Still, the Conservatives clearly believe they scored well with females in key suburban ridings where they hope for new seats. "The child benefit was hugely welcome," says Ableson, "especially by moms with young kids." Trying to make the policy a wedge issue again, the Conservatives accuse Don of secretly planning to scrap the \$1,200-a-year per child payments they introduced in government. "That's not, 1200 he wants to take away," writes the newsletter in a story ad, "because that's the money that's coming better than you." (The Liberals likely deny that, promising to keep the \$1,200 per child payment, add a new refundable tax credit of \$150 per child, and pump more money into creating daycare spaces.)

Other policy areas that are usually seen as particularly interesting to women are not perceived as the campaign for Don's women voters are historically more reserved than men's hot policy, education, and health care. None of these are top of mind in the early stages. Don's focus on the environment is carrying much of the policy room the Liberals traditionally give over to those subjects. But Don's doubts his Green shift plans will really grab many. It's not clear to female voters. "Women are less interested in the environment as an issue than men are," she says, citing Environics polling on issues. "So with Don's focus on the environment, other factors, say, social issues that are more salient

BRIDGING THE GENDER GAP: Harper campaigning, Liberal MP Don Martin in Portland, Ore., looking on the Ottawa River

for women, maybe that's, I won't say driving women away, but not attracting women."

Another tactic Don might try is surrounding himself by women in the campaign trail. Don's says men, especially in the U.S., find that women are drawn by the sight of women in political leadership roles. And Harper's cabinet has shown that when it comes to front bench female air power. Bona Ambrose, considered to have potential early on, reshuffled as environment minister, and was shuffled to energy and natural resources, where she took from sight. A few credible female Tory ministers, such as Diane Finley in citizenship and immigration, have been mainly low profile. Don might try playing up women in his caucus talent pool, notably Hal Finley, one of his former leadership rivals. He also has more powerful women on his staff, including Johanne Berthel, his chief of staff, and Karen Tilford as deputy chief of staff. Top policy advisors and communications directors, all men. But backroom figures rarely enter much in election campaigns.

Though as connecting with women is proving to be, Don's bigger challenge might well be winning over men. Previous attempts at landing him a manly image have been uneven at best. While waving over the stadium, Don entered a fishing tournament and caught a 10-lb. pike. Pictures of him posing with the trophy were quickly distributed to the media, but the photos aren't very flattering—he's shot crouched in, his grip on the fish rather awkward. "You can go a little crazy on this," Reader says. "Remember Michael Dukakis and the tank? How do you campaign to men?"

One way to talk about the issues that matter most to men. Men tend to be more concerned about the economy, and Don has a potentially potent reminder to offer about Liberal economic and fiscal management. He was, after all, part of the Clinton government that expanded deficit and added a decade in the 1990s. But the NDP might be hard for the Liberals to play back, depending on which issues are in play. On Afghanistan, for instance, Don's Liberals stood with the Tories to avoid Canada's military mission in Kandahar in 2001, but Layton's NDP called for a unilateral withdrawal. And Don's says only 31 per cent of women support Canada's fighting role in Afghanistan,



## WHO'S THE TARGET OF HARPER'S FIRESIDE-CHAT TV ADS? WOMEN, FIRST AND FOREMOST.

And Harper's campaign has been the safe, proven choice and Don is a wing guard.

Of course, women don't vote as a block, or decide which party to support for the same reasons, say more than 60. "We're always looking at segments of women," Don's says, "not women as a whole." One slice of women voters Don might well be targeting for the next election is women who are looking for a change in leadership for Jack Layton's NDP. The NDP continued to poll markedly better among women than men in this year's Environics poll. But women who are looking strongly toward the NDP might be hard for the Liberals to play back, depending on which issues are in play.

On Afghanistan, for instance, Don's Liberals stood with the Tories to avoid Canada's military mission in Kandahar in 2001, but Layton's NDP called for a unilateral withdrawal. And Don's says only 31 per cent of women support Canada's fighting role in Afghanistan,

where, as opposed to 50 per cent of men.

At this early point, Liberal pollster Marlowe does not see a split between male and female voters on the issues, beyond the broader one between supporters of the big parties. "I don't raise a specific gender-based issue in voting right now," he says. "I see it as generally being proportional. It's proportional to where the tide is overall." And if an important swing in the female vote does materialize, he thinks it is unlikely to happen until the back stretch in the week-long campaign. "Women tend to do more comparison shopping," Marlowe says. "They'll look at all the attributes and make up their mind. They'll also make up their mind near the end of a campaign that the beginning, if you campaign to men."

Men tend to make voting decisions earlier and are more prone to sticking with their choice. And that makes the votes of women more fluid, nudged in various directions by different policies, influenced by which lines of leadership characterize a major party in this campaign. Harper has a surprising share of it within his grasp, maybe enough to start dreaming of a majority. Don must race to find a chunk of a back, or his defeat is certain. ■

PHOTOGRAPH BY JAMES HARRIS FOR THE GLOBE AND MAIL; PHOTOGRAPH BY JAMES HARRIS FOR THE GLOBE AND MAIL; PHOTOGRAPH BY JAMES HARRIS FOR THE GLOBE AND MAIL

# THE HARPER LEADERSHIP CULT

Everyone knows Harper is a strong leader. But where would he lead us?



ANDREW COYNE

On the Conservative party website, it's all about "Harper Leadership of." Tory campaign ads show us Senator Storie, shipy revealing a fondness for veterans, immigrants and his kids. Party message trailers hammer home the point at every turn: that election is all about "Leadership." One early campaign slogan had it: "Strong leadership on your side."

Everyone agrees Stephen Harper is a strong leader. His dominance has putty as few other leaders have, he is male or less a one-man cult. He has maintained authority through 24 years of minority Parliament, often through their possession of military personal strength are undoubted. Leadership polls put Harper ahead of his nearest rival by 37 points or more. So overwhelming is his advantage that even other party leaders acknowledge it. An NDP ad suggests that, while "Harper is a strong leader," so, too, is Jack Layton—surely one of the more bizarre attempts at borrowing an opponent's clothes in electoral history.

The election, then, shows every sign of shaping up as a referendum on Harper. He is, therefore, the way that no other party leader in the world by all accounts plans to unveil itself in the way of a gladiator. When voters decide whether to vote for or against the Conservative candidate on their riding, they will in many cases be voting for or against Harper. Whether a vote for or against the Liberals will have less to do with your feelings about Stéphane Dion or the Liberals hope.

There's nothing unusual about a party, especially a party in power, building its campaign around its leader. The leadership drive campaign has a long and successful history in Canadian politics, from the John A. Macdonald "The old man, the old flag, the old policy" to Sir Wilfrid Laurier ("Follow your white gloves"), Louis St. Laurent ("Uncle Louis"), Disraelian and Trudeau.

And there's some irony to it: we elect leaders, after all, not politicians. Chari is a system that places a great deal of power in the



AS CLUES of personality go, this is unusual, looking at warmth, magnetism, energy, vision

office of the prime minister, even without the presidential-style aggression of a recent decade. The voters are not going to place great weight on who the leader is in their choice of parties, and it's only natural that a party that enjoyed the advantage in leadership would seek to exploit it.

A cult of personality goes, this is unusual. Generally when a party puts its leader in the shop window in this way, it's because he enjoys an unusual rapport with the public, whether because of his warmth, magnetism, oratory, vision or sheer (mis)charm. Harper has none of these qualifications. For his silence would acknowledge him cold, ineffective, controlling, fiery, and just a little powerful. He is a dull speaker and a lackluster campaigner; the effort of making terms to cause him physical pain. Even

his strengths have no edge to them. He is often described as warm, outgoing, and that despite of political compliments, "cerebral."

That's not the whole picture, of course. Harper's talent are obvious, and many. He is that rare female, a leader as comfortable with policy as politics, a tactician with a good graduate degree, a work with a veritable life is warm, thoughtful, shrewd, and—usually—disciplined. It's just that there are not conventional thoughts of a leader of quality in your win election on "When people talk politics they think Harper is a strong leader, they don't even feel good at about. They mean he looks so."

It is far his looks, not his virtues, that he is celebrated, the go for the crowd emboldened, the chilly stare, the calculation, the concentration. It's all a little reminiscent of Vladimir Putin. His appeal, that is, that



PHOTOGRAPHS BY JAMES HARTLEY

of the campaign, we wish to give him power because he is so very much like us. Among the campaign in the tag, he alone displays the appropriate for battle. It is perhaps the only dominance. He wins because he wins. Because he is "a leader."

But is that all there is to it? What do we mean by a strong leader? Strong in what sense? Leader in what sense? The word "leader" suggests someone who will lead us to some

direction. Yet Harper's whole time in office has been spent ensuring the public he has no plan to lead them anywhere, that under a Conservative government nothing would change—they would govern like the Liberals, only even from the corruption. His message so far in the campaign has been much the same: There's been little sense of where he would take the country if elected, and likelihood of one emerging. Indeed, he is at pains to emphasize his belief that the election will probably return another minority Parliament—the very one whose dissolution he had lately decimated.

We say he is bold and decisive, but he has been boldly and decisively all over the map. For all his rhetoric about controlling spending, he has in fact overseen a massive expansion of the federal budget. He talks of respecting provincial rights, but in some ways (the patent-wait name guarantee, a national securities regulator, sales tax harmonization) he has been as central as any Trudeau Liberal. Where he has succeeded in advancing his

## HE'S CELEBRATED NOT FOR HIS VIRTUES BUT HIS FAULTS



agenda, it has been less by persuasion than by force, a tactical advantage being largely on a seemingly infinite capacity for abandoning long-held positions—breaking promises, in the vernacular, being expedient. He was against recognizing Quebec as a nation before he was for it, against taxing income from until he did, against bans on foreign investors that he was the first in our history to impose, against bailing out Big Auto to until the week

before the election, and senators opposed to snap elections, if the legislation he passed is any guide, to this day. It is hardly possible to predict what he would do in any given situation. It all depends on the angles.

His main line apart from Mike Harris or Margaret Thatcher, with whom he might achieve his counterpart as leaders who were not necessarily blind but who nevertheless were admired as strong leaders. Harris and Thatcher had sweeping agendas for change which they pursued with single-minded determination, often in the face of massive international opposition. Generally it consisted of taking stuff away from people—money, rights, privileges—who, rightly or wrongly, had come to feel entitled to them.

Harper's achievements, by contrast, have consisted almost exclusively in giving people stuff. The main points of his agenda were chosen largely for being unambiguously popular, whether broadly (e.g. a two-point cut in the GST, the tough on crime bill) or among carefully targeted interest groups (from those little micro-run credit in the mega-expensive "fiscal imbalance" bill). The best of them involved no political risk (the Accountability Act) and required no movement of political capital. The most "uncontroversial," such as recognizing the Québécois nation in apologizing for mass schools, would seem really be described as pandering.

Where he has been successful in asserting his will, it has usually been over institutions (courts, cabinet, the bureaucracy) or opponents (the press). He dominates party and Parliament, but only by overruling everything he had ever stood for in opposition, from appointing conservative judges to ditching local riding recommittees to declaring that every vote should be a confidence vote. Where he has run into some powerful forces, on the other hand, he has proved not to stand up to all that. The provinces, in particular, have only rebuffed his advances the private securities guarantee, like the national securities regulator and sales tax harmonization, has made little headway.

I understand the problem with Harper from this. He's in a minority Parliament, in a country whose majority remains griped against a Liberal, if not Liberal. Just to have united the right and hand him down to power was achievement enough. His *defenders* would say he needed time to show he could govern as a respectable and steady-to-finish. His former adviser Tom Flanagan likes to say that as long as the direction is right, he won't get too excited about the pace. And when you put it like that, he's right. Harris and Thatcher governed for their own and place, Harper is governing for their



is a time for evolution, and a time for reassessments.

But he hasn't been content in power; he's been restless. He hasn't just failed to advance a conservative agenda, he has more or less dismantled it. And the collateral damage to the national interest has been considerable. He has spent us to the edge of deficit. His tax credits have littered the tax code with all sorts of new and unwieldy distortions, while



the GST cuts have made serious cuts in personal income tax rates impossible for years to come. Of the eventual price of his pandering to Quebec nationalism we can only speculate. He has made the Conservatives into legitimate contenders for power, in short, at the expense of conservatism. In my place he offers... himself.

## IT'S A STRONGMAN'S APPEAL: WE GIVE HIM POWER BECAUSE HE SO RELISHES IT

health care, education, foreign policy, serious issues that require serious answers—and where the criterion is not who is a “strong leader” in the British Canadian sense, but who can “get things done,” i.e. who can work across party lines. That’s in the nature of their system, of course, but it’s also part of their political culture.

Most of these issues are either off limits in Canadian debates (health care, education) or are things over which the federal government has little practical control. What would a “strong leader” do about the economy, for instance? I can think of two ways he could make it worse, but five that would make it better, at least in the short term. Afghanistan is a debate worth having, but who’s all we can do to put 2,000 troops in the field, it’s hardly a patch. Global warming is a serious issue, but Canada’s impact on it is marginal whether we impose a carbon tax or not will make little difference to the earth.

So in place of a real politics with real issues,



**HARRY** without issues key to the U.S. election are off the table, or irrelevant, in ours

we are reduced by and large to being spectators at a cocktail. And we live the spirit of that bumper on the blue corner:

**P**erhaps I’m wrong about this last part. It’s intriguing that Harper’s overwhelming polling advantage over the other leaders has not translated into a comparable lead for his party. Perhaps personal leadership matters are not high across the board. The scores will for courage and determination, less so in the values and vision departments. And his appeal declines markedly the further east you go.

When people say they think he’s a “strong leader,” in other words, they don’t necessarily mean they’re going to vote for him. When they acknowledge his strength, they may not mean it wholly as a compliment. They may worry what he would do with that strength. For all his eloquence, Harper does not seem to have the other quality of leadership: the ability to inspire trust. Or perhaps people don’t trust him precisely because of all this talking about. He has tried to engender trust by telling people what they want to hear, sinking his party this way and that in an effort to show them neither he nor they believe any of the things they once did. That’s one way to build trust. The other way is to be trustworthy.

To behave as a reliable, predictable fellow, to act in a way that is consistent with your beliefs, to be authentically who you are.

The opposition would like to exploit that uncertainty in a myriad way—by phycopop songs of a “hidden agenda,” for instance. But isn’t the darker possibility that there is no hidden agenda, that what you see is what you get, that power, for Harper, has become an end in itself? ■

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# SURVEY SAYS: NOTHING

## Skewed samples, sloppy methods, and other polling pitfalls

BY JONATHAN DASHBROOK • Art: Stephen Harper's Conservatives sweeping (and a majority won on Oct. 14, an empty holding their own) Here, Stéphane Dion's Liberals lead the start of voters in key " battleground" ridings, or early oncoming unexpected results in some rich Quebec? In the early days of the federal election campaign, the answer depends on which opinion survey and media outlet you choose to believe. The winners of the crystal ball blame the divergent results on a volatile electorate, but a new book says the problems with polling run much deeper: skewed samples, inaccurate methods, and a largely apathetic and ignorant public.

In *The Opinion Machine* (Random House), David Moore, former senior editor of America's Gallup Poll, charges that polling firms and news organizations are undermining democracy by "systematically misleading" voters about the economy and insights of their ever-shrinking survey pool. "Media polling gives us distorted readings of the electoral climate, [and] misrepresents a false public consensus on policy issues," he writes. Voter inattention is played down or simply not reported, while many respondents are misled or coerced into giving false-sounding answers. The result, says Moore, is "manufactured opinion based on a psychological public"—an alcoholized version of what a rational, informed and engaged citizenry might be thinking—and a fiction that politicians use upon to harness or justify their own policy positions.

The fallibility of opinion surveys has been a covertly ignored fact since Harry Truman decisively beat Thomas Dewey in the 1948 U.S. presidential election, confounding the predictions of the only three players then polling. But Moore contends such mistakes are now endemic—driving recent federal



SOME POLLS show the Tories ahead—but others show them virtually tied with the Liberals

election. Hillary Clinton's "upset" win in the New Hampshire primary, Rudy Giuliani's abrupt transformation from the public's "terror runner" to no longer, and the support for the invasion of Iraq that was neither as widespread nor as profound as pollsters had claimed. The samples, says Moore, are now drawn from an ever-shrinking pool of people who have had last-hour phone calls and are willing to answer the questions (pollsters are reluctant to do that, but so many are right on it) or people they try to contact either via text or call or e-mail. In other words, they are not representative, littered toward young, less- and conservative men—Zogby International recently tried to balance out its Net surveys by writing a letter to the Multigroup Policy Project, asking access to the pre-taking lobby group's 13,000 supporters.



### A SWEET AND FRUITY LEADER CAN'T WIN

"Let me say this, I would choose, if I had to, to be a fruit. Just what I am, sweet and colorful!"—Stephan Harper, campaigning in a Winnipeg produce-supply store, responding to a local reporter's question about what kind of fruit or vegetable the Prime Minister would be if he were one. Harper added: "I have never been asked that question before, and I have a feeling I can't win by answering it."

For example, most Canadian politicians now follow their U.S. counterparts and no longer report on undecided voters in their "horse race" polling. "We don't think it's undecidables are all that important because, frankly, they don't vote," says Tim Woodhouse, managing partner of the Strategic Council, which conducted surveys for the Globe and Mail and CTV. In their recent survey, which placed the Tories on "the brink" of a majority—37 per cent support, versus 27 for the Liberals, and 17 for the NDP—Woodhouse says 17 per cent of the 1,000 respondents still had no party preference. That was even after they were prodded to say which way they were "leaning." (Ironically, which works with the CBC, similarly didn't report its undecideds—13 per cent, according to senior vice president Donna Davis, in a recent survey that had the Tories at 36 per cent, followed by the Liberals at 28 and the NDP at 19.) "Everyone focuses on the decided voters. That's how it has evolved over the last three decades," he says.

Woodhouse, who is familiar with Moore's criticisms, says he believes there are some mitigating factors in Canada. Respondents, although demotivated, are as active as in the U.S. and are often willing to do more when asked. With parties now so reliant on polling, Woodhouse's agency admits surveys have become a democratic necessity. "The question is, should the media give this information to the electorate, or should only the political parties have access to it?" he asks.

Canadian pollsters, however, do have much to prove in the current federal campaign, given their less-than-ideal performance in the previous elections. Mark Philipp, a political scientist at Simon Fraser University, tracks bias and error in all the major polls on his blog (<http://philippblog.blogspot.com>). In the 2004 and 2008 general elections, he says, almost all the major firms systematically underestimated Liberal support, and overestimated the NDP vote. (The exceptions were SES, Lager and Pollara.) By comparing the results of overlapping surveys, Philipp and Richard Johnson of the University of Pennsylvania created a sophisticated mathematical formula to correct for these shortcomings in sampling, the wording and ordering of questions, and other errors remain errors. And if you trust their source more than the industry's, the 2008 campaign polls are already off today's date. In the first week, Philipp says the Tories at 31, a per cent and the Liberals at 22, 3 per cent a week. It gives the margin of error "These aren't deliberate errors [pollsters want to get it right]," says Philipp. "But the fact that papers are already saying the Tories are on the brink of a majority suggests people haven't learned their history." Come Oct. 14, we'll know for certain. ■

# WHO'S ON FIRST?

## Layton fared best, but the Tories are driving the campaign

BY KAYE LORIAN • Play the Ottawa press corps. On Monday, the first full day of campaigning in the run up to the Oct. 14 federal election, journalists were summoned to a Conservative party briefing before the track of doors. While 6 a.m. announcements might make for literary eye-rollers, the Tories' tightly managed campaign seems to be having the desired effect—less than a week in, there's no question that Prime Minister Stephen Harper is calling the shots, as other party leaders struggle to keep up.

According to the 2008 Federal Election Newspaper Analysis Project, a weekly election feature to appear in *Atlantic*, Harper has successfully placed himself as the Conservative standard-bearer in the press since Sept. 3, and, the economy was mentioned in 18 per cent of election-related articles in daily newspapers, opinion and foreign affairs (including national day news) were also widely covered. Meanwhile, the environment—a favorite topic of Liberal leader Stéphane Dion—figured barely, earning a mention in 12 per cent of articles. "Given that, the campaign is completely dominated by the Conservatives," affirms Stuart Soroka, co-director of the Media Observatory at the McGill Institute for the Study of Canada.

Soroka's team uses an automated system to analyze media reports in seven major dailies, the *Globe and Mail*, *Montreal Gazette*, *National Post*, *Ottawa Citizen*, *Toronto Star*, *Calgary Herald* and *Windsor Star*. This year marks the third federal election they've tracked (the 2006/2007 Election Newspaper Analysis Project also appeared in *Atlantic*). Because this year's media analysis only tracks language reports, Soroka recognizes there are limitations. "Even so," he writes, "we're able to see shifts in media [from day to day] earlier than we see shifts in opinion," he says.

With the Tories' traditional polling points

grabbing headlines, Harper is no. One. Since Sept. 1 and the Prime Minister got first mention in about 79 per cent of the dailies' election coverage, while Dion was mentioned first in just 14 per cent. First mentions are an important indicator of "who's driving the campaign," Soroka says. "It registers which leader, or which party, the campaign is about." Even more days before the election was held, Harper was getting more news than Dion—yet, in the same period, the Liberal party won slightly more first mentions than the Conservatives. (With the election off on Sept. 7, the Tories pulled ahead.)

And despite the Conservatives' 6 a.m. wake-up call for reporters, it's their rival Liberals

who are proving to be most antagonistic with the press. The Observatory notes newspaper mentions as positive, negative or neutral, then tabulates negative-to-positive to reveal a "net score." Recent reports mentioning Harper had a net score of 0.2, but Dion got a net score of -0.4. Early this week, the Liberal leader's score jumped up a bit, but his party took a nosedive—overall, the Liberal party scored a net score of 0.8 in media reports from Sept. 1 to 8, well below the Conservatives' 0.2. (Of the five party leaders, the NDP's Jack Layton fared best, with a net positive score of 0.6.)

If there's one startling result, Soroka says, it's the "surprise appearance of the Green party." From Sept. 3 to 8, the Greens got the least

feedback of any party, with a net positive score of 0.4—and the press was far kinder to Elizabeth May than to Harper or Dion. The Green leader, even, got more first mentions than Layton. (Whether that's attributable for May, who's known for participating as the leaders' "debates" remains to be seen.) So, when it comes to the campaign's opening, before the 2008 election that brought Harper to power, the Conservatives were "very effective at managing their campaign" and they were pretty effective at managing everybody else's, too, Soroka says. Although it's still early, judging by work over, "they seem to be in a pretty good position to do it again." ■

THE GREENS led by May got the best feedback of any party



## SO FAR THE PM IS DOMINATING DAILY NEWSPAPER COVERAGE





HASTY SET-UP: McCain's surprise announcement about Palin to him the convention had the media—and even stagehands—ascending

# FRESH MEAT FOR A FEEDING FRENZY

**McCain's choice of Sarah Palin sparks a media maelstrom**

**BY LEIZA GR SAVAGE** • On Thursday Aug. 25, the day that Barack Obama accepted his historic Democratic presidential nomination at an open-air stadium in Denver, he looked in the glow of 75,000 eager and supportive supporters and an impressive pyrotechnics display. The next day, Republican presidential candidate John McCain erased the image from TV screens, shook up the tight-lipped campaign, and exploded long-held assumptions about the attitudes of American voters by unveiling a 44-year-old business governor of Alaska, Sarah Palin, as his unexpected vice-presidential running mate.

What happened next could very well go down in media history as the most intense two-day tug-of-war and tug-of-war on the network, in print, and in the blogosphere about a single individual as a single week. By Tuesday, Sept. 1, a day after the Republican convention opened in St. Paul, Minn., McCain's top campaign strategist, Steve Schmidt, was cracking the media of "being on a mission to

demolish" Palin, and displaying a new "level of viciousness and viciousness" in taking into her personal life. But it was even complicated than that: The choice of Palin—and the soon-to-come news of the pregnancy of her 17-year-old daughter, Bristol—seemed to fall from the sky in the middle of these most scrupulous media events. In St. Paul, as in Denver, the news organizations were eager handsomely to put their selves on pressing display. The convention had become a media exercise in policy-based promotion and hard-fought competition. Cable news network MSNBC had built an outdoor broadcast stage festooned in red, white and blue outside the Xcel center in St. Paul—where the voices of its pundits were amplified for blocks. CNN took over an entire restaurant in front of the election hall and erected a gigantic "CNN Grid" sign outside. There were 15,000 credentialed reporters covering the convention—a gross pool nearly twice the population of Wichita, a suburb 70 miles outside Anchorage where Palin had once been mayor—and in one fell swoop, McCain had released the bomb on them all.

When he announced his running mate, the media had been a loud "Sarah what? Major

media organizations had the threat of lies on Palin. Pundits had little information to go on. The race was on—and as the resulting media maelstrom Palin was, in a way, paying for McCain's misfortune. Although no one had realistically expected a leak of the candidate's name, they waited for at least a trial balloon that would have them filling out a dossier to have ready—fine up interview, cue flakings, look smart. What the McCain campaign had overlooked was that the deterring impact of the media machine was not per se, but the competition—the only thing more than the campaign's withholding information on the candidate was that a competing outlet, or worse, a blogger, might get to it first.

Competing rumors and revelations ensued. Talks of Palin being on corruption charges among Republicans in her own state was followed by a revelation that she herself was the subject of an investigation into her firing of Alaska's public safety commissioner, who refused to sack a man (trooper) credited as a racist divorcee from Palin's state. There was chatter about her five kids, and news that she was an avid hunter, shooter and owner of moosehorns, a former beauty queen, sponsor, small town mayor, and, perhaps most importantly to some, a fundamentalist Christian and a staunch social conservative who opposed abortion even in cases of rape and incest. The fact that her 17-year-old baby, Bristol, had been born with Down's syndrome, sparked debates about whether she could be a busy politician as well as give her the special attention he would need, and whether such questions would be asked of a man.



Other reports and rumors later proved less clear-cut. Allegedly Palin was having a hard time, that she favored the thought of creationism in schools, that she'd asked God to help build a pipeline. There was even false speculation that the 17-year-old child, her brother, the Marine, a blogger at the conservative National Review showed it. "There are few better indicators of political success in the U.S.," a said "She has children named 'Derek,' 'Shrek,' and 'Willow' (it's the NASCAR racer). Early the Vampire Slayer!"

**On Monday, the day the Republican convention started with a mixed kickoff** as hurricane Gustav hit the Gulf Coast and the television from New Orleans, McCain campaign officials decided to, to put it best, "flush the leaks." They released the news that Bristol was five months pregnant, was going to marry the father, a high school senior, and enjoyed her father's unusual paternal love and support. It was noteworthy because the governor had stated in a questionnaire that he was opposed to sex education in schools. Consequently, few of whom had much experience in fundamentalism themselves, asked whether Palin had justified the support of teenage pregnancy. It was quickly becoming evident that the so-called right was not about to succumb to a war between princess on account of the vast of her

daughter. Then the conversation turned to questions of what McCain knew, and when. How deep was the vetting? Was he a martyr or merely reckless? And, running through everyone's mind, what else did he know?

The New York Times looked down the MySpace page of dad-to-be Lory Johnson, and reported that the 18-year-old hockey player was a self-described "T-tug nutcase" who stinks "Marilyn." "I don't want kids" (he later showed up at the convention, sitting next to Bristol, holding her hand with a sense of her name associated with the girl) but the theme that McCain had not properly vetted his

## PALIN AND HER PREGNANT DAUGHTER SEEMED TO FALL FROM THE SKY IN THE MIDDLE OF THESE MOST SCRIPTED OF EVENTS

new premier continued. The New York Times reported that for a number of years in the 1990s Palin had been a member of the Alaska Independence Party—which was to build a referendum on secession. (It turned out that the Palin party member had been her old weather husband, Todd.)

The Washington Post reported that between 2000-2005, as mayor of Wichita, Palin had employed a lobbying firm to secure about \$300,000 in federal contracts for a community that had 6,300 residents in a time that. But before the report, \$300,000 without which he requested for Alaska in her two years as governor McCain, the candidate against Obama—speaking that he had asked Congress to act on bills to benefit projects in their districts—had introduced Palin as someone

who had "stepped government from visiting taxpayers' misery" and in the meantime, discussions ranged over their judgment that it was disclosed that, in the very last stages of her pregnancy with Trig, she'd gone ahead with a speech to a government's convention in Tulsa in April, despite discovering that she was having another child. After an injury from her doctor, she took a lengthy flight to Anchorage, and then a 70-mile drive to her hometown medical center. The baby was born seven hours later.

By Sept. 3, Schmidt was raging about the nature of the questioning the campaign had endured—such as whether Palin would submit to DNA tests to prove Trig was hers. He complained that the maelstrom deeper controversy than Obama, and scored the New York Times of discussing its account of how thinly Palin had been vetted. McCain cancelled a planned interview with Larry King Live to punish CNN for anchor Campbell Brown's aggressive questioning of a campaign spokesman to provide an example of a decision that Palin had made as commander-in-chief of the Alaska National Guard (the spokesman was unable to provide one.)

The Washington Post did not do a sympathetic profile of Palin, painting a picture of her personal and professional juggling act. It quoted her biographer, Kaylene Johnson, as saying, "Now with into her office and Piper (her 10-year-old daughter) sitting there, the balance of the only—what's her way is. This is how she lives her life." But even as Schmidt was complaining of the media's noise, new details were emerging about her church. Did Palin have a pastor problem? The online Politico.com reported that Tuesday that her church had named David Brinkner, founder of the controversial group *Jesus the Jesus*, over two weeks earlier. Brinkner had preached that outside biblicalism is Israel was "God's judgment" against Jews who did not embrace Christ, and Palin had been present. The news was problematic for various reasons—the least of which was the battle for Jewish votes in the swing state of Florida.

Meanwhile, hundreds of guests were assembling in a St. Paul hotel ballroom for a cocktail luncheon as of the Republican National Convention for the day. The event had been organized months earlier. Ticketed had over 15,000 a place and Palin was to the keynote speaker. But she was less than enthusiastic. The word leaked was that Palin was too busy preparing for her convention acceptance speech. For her place, conservative talk show host Laura Ingraham accused the liberal media of attacking Palin because of her pregnancy. It later emerged that, on that day, Palin had attended a private meeting with members of the pro-life/fertility group, AFAC,



pushed far, a move that resulted in financially debt-free Scotland owing £302 million and becoming enrolled in land-ride legislation. And at a campaign event, Paine made his first public speaking about the federal takeover of Alaska. Paine and Paine's wife, the two private mortgage guarantors had become too expensive for taxpayers to pay for. The Associated Press noted that the state-

triched on concerns that he was not a friend of Israel.

On Wednesday, Paine prepared to give the speech that would electify Republicans and prove the had not been beaten down by the coverage. The National Enquirer came a with an issue that promised "World Exclusive: New! Sarah Palin's Dark Secret: A tale that surely raised her career. How she tried to cover up her daughter's pregnancy."



**FOUCHING SCENE** Left: Johnson holds in front Palin's hand. He meets McCain (right), McCain just off with Sarah

Family war that exposed her lies? Because the tabloid had been the first to report the extramarital affair of Senator John Edwards, a star's laugh-off, although there was no evidence of an "affair" — an allegation that the Enquirer was careful to label "unsubstantiated" and which drew dozens of lawsuits from the McCain camp.

Meanwhile, Time magazine had reported that, while mayor of Wasilla, Palin had asked the librarian how she would respond if asked to loan certain books. The librarian said she would refuse such a request, and then was told she was going to be fired. Since a list began circulating on the Internet of books Palin had allegedly tried to borrow from the public library. In fact, Palin had asked the librarian to resign in a political horse-dressing before the book-banning controversy. Later, after a public outcry, she changed her mind. No books were ever loaned.

Palin's in-law, neighbors, former political rivals and colleagues in Alaska were being hit by phone calls. The volume was such that reporters calling Alaska often met a recorded message that "all details are busy." And that frenzy, Palin made her speech Wednesday night — a 90-minute, 10-minute, 10-minute speech — a 90-minute, 10-minute, 10-minute speech. The women she received were louder than McCain would get the next night. There was a sense of pride in her accomplishments, and an small feeling of positive defiance among Republic-

ans of their "Sarah Bernhardt" the actress she'd named as a high school adviser.

But the questions continued. A story began circulating that Palin had lost Alaska's budget for special needs children by 62 per cent. (The following week the campaign came out with a rebuttal that Palin had actually tripled the money over three years, and the website factcheck.org dug up an Alaska official to explain that critics had looked at the wrong line in the budget.) The reporting became even more salacious on Friday when a business partner of her husband, Scott Rich, moved to sell his divorce papers — apparently going into unemployment to those who alleged he had lost an affair with Palin. But the documents revealed nothing that would implicate Palin. Meanwhile, reporters at the Anchorage Daily News marvelled that they were now receiving inquiries about the rules of the Miss World's Pageant in 2004, because another woman was wanted to check whether Palin had cheated. And another media made its way into the Internet — this one in any case, an allegation that Palin once referred to Obama as "Barbie."

By last weekend, the scrutiny was no less intense, but was repeating itself in Palin's political record and McCain's claims that she was a "reformer" and a fiscal conservative. The Wall Street Journal dissected the finances of a sports complex that Palin

testimony had not received taxpayer money.

The McCain campaign then came out on Sept. 7 with an ad touting the two as "Original Mavericks," and noting that Palin "told" a pricey infrastructure project in Alaska, known nationally as "The bridge to nowhere," that had become a symbol of congressional pork barrel spending. The Obama campaign responded with an ad pointing out, correctly, that Palin had been in favor of the bridge until federal funding was eliminated. Foreign news surfaced online of Palin wearing a pro-bridge T-shirt, that the website Talking Points Memo stemmled the first ad of Palin promoting the bridge and the use of federal extensions to pay for it. The next day, the Washington Post featured a front-page story claiming that, in government, Palin had "falsified" taxpayer for 13 million spent in her own home during her first 19 months in office, during a "pay dump" where she attempted to cover a crash and evade an expense while traveling an auto business. Her Alaska spokesperson said she was entitled to them.

By Sunday, McCain campaign manager Rick Davis derided that Palin would not give interviews "until the point in time when she'll be treated with respect and deference." The campaign later changed its tune, and offered an in-depth interview, scheduled for the end of this week, to ABC's Charlie Gibson. It would seem to make sense. Despite — or perhaps more accurately because of — the media glare, the Palin effect had flipped the polls. As of Tuesday, McCain, who had been trailing, had taken the lead. A Gallup poll on Monday gave him a response conversion, 46 percent, and put him at 49 per cent to Obama's 44. McCain had among independent voters post-Palin stood in a swing state 15 points. And, for the first time in the campaign, the McCain campaign was getting more media coverage than Obama's. Within eight weeks, said campaign day, that house was flipped, but the festivities with Palin probably won't.

# BRITAIN'S NEXT PM?

**David Cameron and his Tories have Gordon Brown on the run**

BY MICHAEL PETROU

**D**uring his 10 years in British prime minister, Tony Blair confronted and dispatched four Conservative Party leaders without breaking much of a sweat. There was little reason to believe things would be different on Dec. 7, 2005, when he faced David Cameron, the newly named Tory leader, who rose in the House of Commons to challenge him during his first Prime Minister's Questions in leader of the opposition. Cameron, only 36 years old, had assumed office the day before after a come-from-behind leadership campaign that surprised many observers. He argued that the Conservative Party needed to modernize and widen its appeal, but he spoke in a plummy accent that reminded listeners of fox hunts and silverware. He was educated at Eton and Oxford, and his smooth, boyish face looked as though it wouldn't give a hound if he were stood on his head. Easy pickings, it seemed, for a scrapper like Blair.

Cameron's first strike was technical — an unexpected attack on Blair's record when he was weak. Blair was facing a head-on clash over reform he wanted to make the education system. Cameron argued the government of his party's support, thereby undermining divisions within government ranks. His case blew as a blast, however. "I want to talk about the future," Cameron said, and then looked across the narrow floor of the House to Blair. "He was the future, sure."

Cameron's remarks might have been seen as a political blunder at the time. No longer The Labour Party's first Prime Minister Gordon Brown, who took the leadership mantle from Blair a little more than a year ago, is facing his last election defeat, but a quiet plot to oust a leader from which it will take a decade or more to recover. David Cameron, a



**OUT FRONT** Cameron can now lay claim to representing the future of British politics

man many Tories would have struggled to identify only three years ago, can now claim to represent the future of British politics without anyone laughing. Most opinion polls place his Tories 30 points ahead of Labour. He will almost certainly become the next prime minister of the United Kingdom.

**C**ameron's rapid ascendency owes much to the fall of his opponent. Brown served as chancellor of the exchequer, or finance minister, for 10 years under Blair. He perhaps was not the top job himself. Brown

and Blair were both elected for the first time in 1997. They were rising stars in the Labour Party and even shared an office for a while. Brown was perceived as more substantial, if less exciting, than the younger Blair. But when party leader John Smith died suddenly in 1994, it was to Blair, not Brown, that Labour looked for renewal. Brown was devastated. "He was the big brother," Simon Hoggart, a political sketch writer for the Guardian, and in an interview with Maclean's. "Through a dark fog, and the family lawyer, looking at the old man and saying, 'Look, I know you're the oldest son, and you're supposed to inherit the throne, but your younger brother looks better on television.' It would be embarrassing. Now

And Brown never forgave Blair for that." He felt, however, secure as a consolation prize. It was widely believed that the two men had reached a deal at the Conservative Party's annual conference in which Brown agreed not to run against Blair, if Blair would later step down as prime minister and make way for Brown. Everything went according to plan, for a while. But after their contested second election, tensions between the two grew. Blair's popularity among voters and within the Labour Party faded when he sent British troops to Iraq in part of the American-led invasion to depose Saddam



## AFTER A STRING OF LOSSES, CAMERON KNEW THE TORIES HAD TO CHANGE

Hussein. Despite this, he continued and won a third general election in 2005. But Brown's support began to waver. They plotted and prepared Blair to quit. Finally, reluctantly, he agreed to do so, endorsing Brown as his successor last May.

Brown enjoyed an initial political honeymoon. The British had grown tired of Blair, and Brown's modest, brooding persona suited them best. Success, following Blair, a failed terrorist attack, and ongoing wars in Afghanistan and Iraq. The main feelings didn't last. Some of the reasons for Brown's declining popularity, some given in anglophone and many others, are not his fault. But after coveying power for 10 years, Brown had little to offer voters once he finally got it. "A lot of people, myself as well, I'm afraid, we expected more great plans to be brought out of the drawer," says Terry Travers, a political science professor at the London School of Economics. "And of course there was nothing. Nothing at all—no the point that Gordon Brown has been able to publicly demonstrate his intention."

This translates on a deeper, darker level, and it is one that now even an experienced campaign planner is unlikely to fix. Brown seems pathologically unable to make tough choices quickly. "If Gordon Brown was walking past a lake and saw a small child drowning in it, he would immediately jump into some and set up a consciousness to immerge the best path forward," Hoggart said. "He seems to live in the agony of indecision."

Such, Brown's wife, says her husband often

works until 11 p.m. According to Hoggart, he spends that time fraying over the details of situations that aren't his competence to begin with. "He always hangs on about his views, but his vision seems to be straggling all right going through numbers," Hoggart says. There is Brown's habit of choosing his flatterers, and it adds up to an image of an obsessive man who can't stand to act on the big picture. Brown, who was often compared to former Canadian prime minister Paul Martin, has now inherited a variation of Martin's manner. He's been dubbed "The Dribber," and after Brown compared himself to British chief, the troubled protagonist in an Emily Brontë novel, British wags have taken to referring to the PM's residence as "Dorseting Heights."

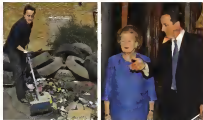
Brown earned the nickname last fall, when he ordered his party to prepare for a snap election—and then called it off. His inward claim that his decision was not made until he'd tipped poll numbers but by a desire to develop policies and demonstrate his "reason for change" angered Britons, who felt

VF-BROWN saw a child drowning, he would leap into action and set up a committee? Their collective intelligence had been crushed. It also allowed Cameron to effectively sack him in the House of Commons—most cutely by going from Brown's own book, *Change*, a collection of essays on heroic figures such as Nelson Mandela, who stood by their convictions in the face of adversity. "Does he remember writing that?" Cameron asked during Prime Minister's Questions, and then read from Brown's book. "No, his back isn't on numbers. I've been fascinated by men and women of courage, stories of people who took brave decisions in the service of great causes, especially when those comfortable and far less dangerous alternatives were open to them." Does he realize what a plucky he is now looking?

Brown responded fiercely that his one from the Conservatives from bench had signed a petition posted on the Downing Street website calling for an election. The weekly matchups between Cameron and Brown have unfolded in a similar fashion ever since. That those who have spent time with Brown say he can be relaxed and charming in private doesn't matter. He's judged on his public image, and that has become irrevocably tarnished.

**D**espite Cameron's refusal, the coup against the only party holding Britain's reins is inevitable. He was first elected to Parliament in 2001, winning the rural Oxfordshire riding of Witney, which he has held ever since. But his rise to the top of the party began after the 2005 general election, which saw a third and anti-Labour Party through the Tories, led by the late Mike Howard, for the third straight time. Conservative losses finally worked to shatter that party, in its current form, was unworkable and needed a radical change. "In the 1990s, none of my friends voted Tory," Gareth Campbell, 36, a Conservative councillor in Birmingham, told *MailOnline*. "It was like being made at a dinner party."

Even before the 2005 election, a group of mostly young, reform-minded Conservatives



CLEANING UP Cameron in Glastonbury, Kent, recently, with former PM Margaret Thatcher

begin meeting over dinner to plan how to make their party after the expected electoral defeat. Michael Gore, a former journalist at the *Times* when Cameron had worked to enter politics, hosted the first such dinner at a restaurant in the out-of-town London neighborhood of Maida Vale. Cameron was there. The two men did friends, they both lived Oxford together, and Gore was a guest at Cameron's stag party—a tame affair—in 1996. "We were all drinking about what we knew we had to change," Gore told *MailOnline*. "The issue was an unbridgeable gulf." He had spent months last winter talking about how they could oust Cameron and set out a strategy for those that mattered to the greater population. "I took the European Union, for example, now we're all with long-term Tories, but it didn't win the party one vote."

Brown agreed to speak to the media shortly after the election to make way for new blood. There were several prospective candidates to champion the message that the Conservative Party needed to modernize. Gore thought Cameron was the best choice for renewal and backed him even before Cameron had publicly decided to run. "I had known him for 10 years, and I knew he had these qualities—calmness under fire, good judgment, a great speaker."

The latter was a real deal. Cameron shared

of other candidates at the Conservative Party conference in October 2005. He delivered his speech without notes, speaking of the *Future and a "compassionate Conservatism"*. He has built on this message since—promising to rebuild society rather than cut taxes or dramatically reduce the role of the state in people's lives. "It will be as radical in social reform as Margaret Thatcher was in economic reform," he wrote recently. Cameron is fond of saying he will use conservative means to achieve progressive results. It's even earned environmentalists, and was pleased to be photographed cycling to Westminster (while his dress and briefcase were delivered separately by car).

Cameron thinks all this has been necessary to counteract the Tory brand. He has said that before he can get voters to sign on to difficult or challenging policies, he needs to convince them that his party is decent and reasonable and that he is a practical person who understands the concerns of average people. But Cameron also fears accusations that his soothing words hide an absence of convictions and solid ideas. "He's obviously very charming and fairly charismatic. But I think he lacks the substance and depth that voters look for," Sarah Owen, a Labour Party member, told *MailOnline*. Coming from a par-

tyman sector, those barbs are predictable. But similar criticisms have flown from Tories such as Robin Harris, a former director of the Conservative Party's research department, and Cameron's boss when Cameron worked there for several years after graduating from university. "I don't think that in any shape or form he could be described as a Conservative in philosophical terms," Harris says. "He has no principled sense of direction, his only sense of direction is upward. The opportunity he has to change is a disaster."

Gore, Cameron's ally, rejects this. "Pragmatism and opportunism are pejorative terms for what someone else might call common-sense politics and reasonableness," he says. And James Hasting, deputy editor of the independent *Sunday Mail* and the author of a recent biography on Cameron, believes that Cameron's convictions, or "moralism," even when recently adapted, is in the case with his avowed conservatism, are likely genuine. "There is a sort of inner awareness, almost childlike, in his enthusiasm for things," Hasting says.

Hasting argues that Cameron's political tenets are Conservative, but he says they more closely resemble the principles of Harold Macmillan, a constant who was Conservative prime minister from 1957 to 1963, rather than those of the more revolutionary Margaret Thatcher. "The point is that Cameron is not dressed as a pragmatist. He believes in what words," Hasting says. "It's a democratic politician, and he knows what needs to be done. He has a very good nose for which way the wind blows."

The political winds in Britain have changed direction and are blowing stronger. Gordon Brown's MPs are mutinous. The only thing preventing them from ousting a leader is the Prime Minister's back to the fact that replacing him before the next election will make things worse. Brown can delay that election until 2010. It's possible that his forces will change one more between now and then, but it's unlikely. "It's not an terribly far-reaching when," says Hoggart. "I don't see the Tories losing unless they make catastrophic errors. And I don't think they will." ■



**NEVADA: COPS' WARNING LEAVES PUBLIC SHAKEN**  
When the police in Las Vegas, Nevada, saw an emergency, it isn't enough just to give a warning. They got it. "We've got people who don't know us, or don't know us too well." So the Western County Sheriff's Office is looking for a device called the Rubicon, a rubber-coated loudspeaker that's been used behind the front license plate of a police car. The Rubicon's low-frequency sound causes motorists to feel vibrations as strong as they can feel in their cars.



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## Thailand PM felled by his own cooking



**SUNDARAVEJ** survived protests, but a cooking show did him in

**BY SUSAN MOHAMMAD** • Weeks of violent protests demanding the resignation couldn't force Thailand's prime minister out of office—but a bowl of coconut soup did.

On Tuesday, Thailand's Constitutional Court sent Surasak Sundaravej packing after finding that he violated the law by hosting a cooking show while in office. A group of suit-wearing protesters took to the case, arguing that Sundaravej violated a prohibition on accepting payments from other businesses by accepting money for hosting half a dozen episodes of the *Tasting and Cooking Show*. Before becoming PM seven months ago, Sundaravej was a celebrity chef who made appearances on the popular show, which features leaders in how to cook. Thai dishes such as pig's legs in Coca-Cola became a staple of his show, but it was likely that Sundaravej would be ousted not one year later. He hasn't even been able to enter his office since protesters stormed the government compound on August 26. The protesters also managed to shut down two airports and halt rail service, and a pro-government supporter was killed and dozens of others were injured after violent clashes with anti-government demonstrators last week.

The protesters are angry because they believe Sundaravej was continuing to foster the corruption of his predecessor, former prime minister Thaksin Shinawatra, who was ousted in 2006 by a military coup and fled to England. Now Sundaravej is facing his own corruption allegations, plus a defamation suit launched against him by a former Bangkok deputy governor. The Election Commission has also just ruled that Sundaravej's party committed electoral fraud.

In the end, Sundaravej may decide to go back to cooking full time. For him, it seems, politics is a recipe for disaster. ■

## Murmurs in France: who is the daddy?

**BY PATRICIA TREMBLE** • The pregnancy rumors started for the minute France's top politician saw Nicolas Sarkozy. Rachida Dati's soon-when she returned to work after a long August vacation. Finally, last Wednesday, the glamorous, tight-42-year-old politician confirmed the obvious: she was expecting a baby. But she refused to answer the one question on everyone's lips: who's the daddy? "My private life is complicated," explained Dati, "and I am keeping it off limits to the media. I will not say anything about it."

And surely in the mainstream media, who spends under micro-privacy laws, left-right Dati's announcement wasn't mentioned on the news at TF1, France's biggest TV channel. But the press's reluctance to enter political bedrooms, more famously that of the late president François Mitterrand, who maintained a second family in secrecy, didn't stop some tabloids and Internet sites from speculating about possible guys. One candidate, former Spanish PM Jose Maria Aznar, even issued a press release denying he was the father.

For Dati, the daughter of an impoverished Moroccan bricklayer, who studied and worked with such intensity that she became the first



**DATI is single, 42, pregnant—and she's not saying a word**

culture minister of North African heritage in France's history, she doesn't let her life center after a series of five past calls by her political sources into a question. Last year she appeared as a lavish Paris Match fashion spread at the same time as she was trying to sue thousands of private opinion columnists (and she's called "Madame Martin" for her penchant for wearing dark sunglasses). Then, this summer, the justice minister was severely criticized for showing her country's secular traditions after the ex-convict's son-in-law was installing a Muslim couple's wedding because the bride wasn't a virgin. Dati, a secular Muslim who had her own arranged marriage annulled two decades ago, finally agreed to have the mating reported. At least in French papers, Dati is following one of Sarkozy's motto: half of Dati's are outside marriage. ■

## Iran's war games start to escalate

**BY CAMERON AINSWORTH-VINCE** • Under the leadership of President Mahmoud Ahmadinejad, Iran has taken great pride in outgunning its enemies while defying the international community. The country has openly flaunted its ability to enrich uranium that could be used to make nuclear bombs, and it has vowed to destroy Israel. Now Iran



**IRAN is holding yet another war game. Seoul is getting nervous.**

is twisting the knife with a series of colorfully named war games designed to show the world just how powerful it has become.

Last week, the country's English-language newspaper, the *Iran Daily*, reported that Iranian forces were about to begin an exercise to suppress combat readiness. "Missions with the participation of anti-aircraft defense systems will be held for three days starting Monday," it reported, the paper, without giving any further details. Other media sources speculate that the games could simulate locally produced fighter jets, and include the testing of new weapons and defense systems.

The mission comes a week after Iranian army chief Ahmad Gholiabad declared that Iran's air force would be conducting a military drill called *Midolafan-e Asman* ("Defenders of the Sky") during the month of Ramadan, which began in Iran on Sept. 3. That follows the *Paymard-e Asman* ("Great Prophet III") exercise showing the launch of upgraded Shahab-3 ballistic missiles capable of destroying targets within 1,000 kilometers in a photograph that experts say was doctored to show an atom cloud.

For now these defiant moves amount to little more than saber rattling, but there is growing concern that the war games could escalate into real attacks. That's because Iran isn't the only country engaging in simulations. In June it was reported that Israeli air force staged a mock strike against Iran. Still, no, defeat is always, sometimes that will not be hesitant in fighting back if provoked. ■

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# CAN LADY GREY BE SAVED?

## Greyhound's future rests on a novel idea: pleasurable bus travel

**BY CHRIS KELLEY** Every night at 8 a.m., or thereabouts, Greyhound Bus Lines' schedule 0310 trundles away from the Manhattan Port Authority Bus Terminal in midtown Manhattan, discharging its passengers 30 hours and 37 minutes later at the Toronto Coach Terminal. It stops for a meal of 35 minutes along the way, first at a service centre in Pennsylvania and then for 10-minute breaks in Syracuse, N.Y., and Buffalo. A one-way ticket costs US\$69.

At exactly the same time, from a street corner outside Penn Station, a NACo-branded jets out on exactly the same trip. Launched in May, the service is superior in just about every respect: it arrives in Toronto 35 minutes earlier, and its brand-new buses provide more legroom, power ports for laptops, video entertainment and free on-board Wi-Fi. And it's direct, a one-way ticket costs \$35. Who's responsible for this new service? That would be none other than Greyhound and Bus Lines, in partnership with Adfalcon Trailways, CoastStar. Such is thronged new world of coach travel, one in which Greyhound—written off by Forbes magazine 34 years ago as a "dog house on wheels," and "hardly worth saving"—plans to beat itself, and in some ways, out of a decades-long funk.

Lady Greyhound, the company's little canine mascot, is one of America's most recognizable corporate symbols. But she's being dragged into the 21st century by a bunch of Scots. Aberdeen-based FirstGroup, which provides over a rail and local bus network in the United Kingdom, bought struggling Adfalcon International in February 2007 for US\$8.6 billion, becoming its parent of the North American school bus market (which operates, via a 50/50 split, as FirstSchool) and inheriting Greyhound's North American operations as well. So, in essence, asking FirstGroup's lack of experience in long-distance coach travel, respected the old dog would be taken out back at the barn and sold. For the company is now basing a year-on-year revenue growth and an of operating profit of US\$1.5 billion on US\$560 million in revenues for the year.

As hard as it is, that is a task to an over-optimist that was already under way when First Group took over. Laid-off, not long out of bankruptcy, had been unapologetically established



WRITTEN OFF for dead three years ago, Greyhound spent \$60 million to improve its service

ing more than 1,000 locations across the U.S. Greyhound's 30-year, \$10-million "Elavest" campaign promoted faster trips, more comfortable seats and more suburban terminals with Wi-Fi and "greeters," plasma screen TVs and live Internet. This was to be "The New Greyhound"—like the old Greyhound, only better. And while its parent brand, the strategy was fundamentally sound, argues branding expert Bill Schilling. Greyhound passengers were "indefatigable salesmen, waitresses, housewives, students, apprentices, schoolteachers, old people and young adults," Carlson Jackson wrote in *Friends of the Road*, a history of the company. "The people of all America." But that was a long time ago. For many people, Schilling says, the Greyhound brand had come to connote "unpleasantness for the have-nots."

FirstGroup's most recent annual report refers to Greyhound as "hope for modernization." But while it was being down and rebranding its premises, a different group

of Scots mounted a bus line revolution. Perth-based Stagecoach Group wanted demand-driven predictable alternative to the aging assortment of private operators competing with Greyhound, offering dirt cheap travel between cities in the American Northeast. So, in 2006, it bought mid-size Megabus brand, which had been operating in the U.S. since 2001, to North America. Operating from curbside hubs in New York and Chicago, the service offered no terminal fees, no seat belts, no major routes in the Northeast and Midwest. It's generally quieter and cheaper than the Greyhound, and offers amenities like video entertainment and Wi-Fi. But the real innovation is the way it sells tickets and its buses. The west majority of Greyhound passengers are late-night work-weekers, company spokesperson Abby Webb explains, and a base full of nighties will be less likely to take a nap. Megabus, however, sells tickets much as the European discount airlines do, offering a few seats at absurdly

prices—as low as \$1—well in advance and packing up the passengers around day departure. You book online, and while you may be able to buy a ticket from the driver on the day, you're one of a flock if the bus is full.

Megabus claims 40,000 passengers a week, which helps explain why Greyhound is now seeking to emulate its model. Greyhound got in on the scene about nine years with Megabus, a joint venture with Peter Pan Bus Lines providing curbside service between New York, Washington, Boston and Philadelphia, and Meigs, Greyhound's new line from New York to Toronto. "We want to show off what we can do," says Ricardo Rodriguez, Greyhound's marketing director, "because in the superior from Greyhound to enter a more urban passenger."

If nothing else, the curbside revolution is a much-needed shot to the industry's pants, argues Joseph Schweitzer, director of the Chubbuck Institute for Metropolitan Development at DePaul University in Chicago. "We're finally seeing real innovation in the sector," he says, "something truly different." But whether it's truly profitable, or sustainable, remains to be seen. Megabus lost US\$2 million in 2006 and nearly three times that in 2007. In West Coast expansion flagged and was abandoned after less than 10 months. And while Greyhound insists Megabus is not a totally different creature than its tried-and-true service, the "busman's boy" nature, and (young professionals.) CEO David Leach explained to the *New York Times* in May, who "take the cool factor... realize that it's almost a secret to them"—it risks cannibalizing its own business. Intermediate stops are always market in which the curbside brands simply aren't interested, Schweitzer notes, but he says "once people have tasted curbside operations, it'll be hard to go back."

But even though the curbside market has lost its luster, some believe it's the future of the Greyhound brand. On one hand, Washington says it's one of the core strengths of the company. But while the NACo points measure plenty up in the Global Link points previously, now it's the first Greyhound brand name anywhere on the bus. The buses themselves only discreetly identify Greyhound as the operator. Webb says the joint venture announced creating a new brand, but it seems clear that Lady Grey can be a bit of a hindrance when it comes to justifying higher fares. Even Rodriguez laments at the old day's image trouble while discussing Megabus. "We want to go [forward] due to brand new experience without continuing that brand with 64 years of history." "I'm a bit worried they wouldn't see [Greyhound] brand because it's such an obvious asset," says David Drems, a marketing



## GREYHOUND IS PROMISING NICER TERMINALS, NEWER BUSES AND WIFI SERVICE



CURBSIDE SERVICE from rivals like Megabus has forced the industry to modernize for the first time in decades

professor at the University of Toronto's Rotman School of Management. "But I don't think it's based on the research they've done with an urban target market, it may just have some negative consequences."

Whatever negative feelings might exist, it's clear there's an opportunity to revive an industry that's not long ago looked like dying. In a recent study, Schweitzer identified what appears to be a 11 per cent increase in the number of arrivals and departures in American cities between 2006 and 2007, after a 16 per cent decline between 2002 and 2006. But while Greyhound and Megabus are happy to claim credit, much of this can be attributed to more central factors that caused the industry's precipitous decline. Cheap gas and the development of the Internet in the 1990s and 2000s drove people to their cars, expensive gas and global warming are making them reconsider. Urban decay drove people to the suburbs and away from city

downside bus terminals, when moved from their back.

And is web-only company, some changes beyond the marketing department's control. The horrific murder and kidnapping of 13-year-old Tim McLean aboard a Greyhound in Maryland created the harshest withdrawal of an advertisement with the tag line, "There's a reason you've never heard of bus rage." It also led to calls for tighter and more expensive security measures and put the media on high alert for any security incident. McLean's family launched a lawsuit last week against the federal government, police, his second murderer and Greyhound, alleging lax security measures effectively discriminate against "people who can't afford to go by plane or go by train, who can't afford a car."

But whatever else the traditional Greyhound doesn't have going for it, it does offer a certain look-alike peace of mind. "You can drop into a bus terminal with \$10 in your pocket and be pretty sure that by the end of the day you'll be where you need to go," Schweitzer notes. Both he and David Jones, president

of the public transit advisory group Transport 2000 Canada, argue there's plenty of room for growth in both schedules and terminals. "The better integrated with airports and train stations. And it's not as if Greyhound has survived fatal accidents or roundabout competition in the past. "When you catch a [Greyhound] [bus]," its credit rationale computer quipped in a 1975 ad, "you can be sure that as all you catch." Why's laughing now?

It's not rocket science, Schilling insists. If Greyhound wants to position itself as "a smart choice," as Rodriguez puts it, it's a first step short-haul traveler, Schilling says it comes down to performance in clean buses, veteran terminals, quickly staffed and on-time performance. But, he warns, lots of companies promise customers "new" products. "Then they try it and it's anything but a new product," he says. And then they hate you even more. ■





AUTOMAKERS like GM are making cars more fuel efficient by making them lighter

# THE SMALL CAR CONUNDRUM

**Compacts burn less gas, but what if big cars last longer?**

**BY BARBARA HIGHTON** • Here's a nifty thought for the car buying public: Small cars have no future. In fact, all these sub-compacts and compacts, the Hyundai Accent and the Mazda 3s, the Toyota Sierras—even the perennially popular Honda Crows—may soon be nothing but scrap. In fact, by buying them instead of heavier, sturdier mid-size sedans or even pickup trucks, lots of well-meaning Canadians are just contributing to landfill. So says Richard Hall, GM's automotive analyst Dennis DesRosiers, whose most recent analysis vehicle longevity tends to point out certain trends consumers ignore. Never mind the panic at the pumps, DesRosiers says, at the "emissions" price movement. Small cars, even the most popular brands like Toyotas, can be bad investments, both for the planet and the pocketbook.

"Small cars don't last," DesRosiers says. "They fail to retain value, they're devalued." And while longevity may not be a sexy subject, it stands to reason that if some vehicles are useful longer than others, what consumers are in fact efficiency will be less in higher capital costs. In other words, small car buyers may be robbing Peter to pay Paul and manufacturers are just following suit.

The current obsession with cutting fuel costs and reducing greenhouse gas emissions has put the focus on compact cars. Auto-

makers are rushing to supply the growing demand for cars that use gas rather than gas. But DesRosiers isn't the only voice in the industry who says that focus is wrong-headed for the same reason that consumers are fuel-fueled with cheap furniture: sure these cars are small, but if they don't stand the test of time, they may end up doing more environmental harm than good.

Of course, as DesRosiers admits, more value than durability are currently enjoying the marketplace. High gas prices, a looming recession and environmental concerns have all spurred longevity in the minds of Canadian consumers. In the U.S., where drivers traditionally have preferred larger cars, this year's housing and building bust, and the threat of 44-mpg gas, have left the big Three scrambling to design smaller cars. So far, Americans aren't buying. Sales of small, easy-to-drive vehicles in the U.S. were up less than four per cent this summer, and last month GM's vice chairman Bob Lutz once demanded for large sport utility vehicles win on the wheels. Still, the major automakers are focusing all their energy on improving

the fuel efficiency of their fleets and reducing the size and weight of vehicles as a key part of their efforts. Says GM Canada's Stewart Low, "GM is banking on a huge improvement to make a new small car. And we won't want our by-product will be less durable. How long would we be in business if we did that?"

But according to DesRosiers and other analysts, small cars are less durable. First off, they are built lighter. Secondly, they are cheaper, so they attract younger drivers who tend to maintain them poorly. They have a lower resale value, which guarantees they won't trade hands many times before they are scrapped, and they're more likely to be written off by insurance companies if they are involved in serious collisions. In other words, "the useful life of the vehicle" is as short as their wheel base, according to Jim Merkle, an automotive counsellor at White-Crook-Gibson in Grand Rapids, Mich.

In the U.S. last year, some 11 million vehicles were scrapped, according to R.L. Polk Co. Houston, another vehicle, such as those quarter-ton pickups, says Merkle, tend to stay on the road, rather than heading for the scrap heap. "Structurally, they should last longer than a Civic," he says. Comparing the entry-level Chevrolet Aveo (1,268 kg), for example, to the mid-size Chevrolet Malibu (1,642 kg), Merkle adds, "You will get rid of the Aveo faster. It's much lighter, it doesn't have the strength. After about three years, the Malibu will be worth something, the Aveo, no."

In some people's opinion, the immediate future is worth more than a reliable older car, a gasoline. If the average Canadian puts 20,000 km a year on a car, says Low, the fuel burned between a small and a mid-sized car will be dramatically different. "There is a huge environmental benefit in driving smaller vehicles" but that may be only for the short-term view.

"Would it be in a larger way if you were to keep a car longer?" asks Merkle. "Sure, because it takes energy, it takes resources to produce that car." But the car he means would still be able with a little. "Production would be even less than it is now," says DesRosiers, Merkle advises consumers to buy a mid-sized car that is a couple of years old and hang onto it. That way they can sit comfortably and watch the parade of tiny cars in their neighbours' driveways—and gas. ■



**RECKLESS? HEARSE DRIVING IS HARD TO AVOID**  
 Scott Halton, a British Columbia director, lost his job last year when he bosses accused him of reckless driving a hearse loaded with four corpses. Recently he was awarded \$60,000 when it became clear that his bosses' idea of reckless driving was anything speeds of 10 km/h. Halton's vehicle passed over a political car crash in the funeral home's driveway, causing the trees to shake. Said a hearse spokesman: "We are extremely disappointed."

CLIVE PHOTOFEST



**SUNDAYS**  
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# Bill, Jerry and the ad about nothing



STEVE MASON

There are many in the world of advertising who will tell you that the name of the game is attention. If you can make an ad that gets people talking, you win. That's all there is to it. By that standard, Microsoft achieved its first blockbuster success in recent memory this week, when it rolled out the first segment of its new \$300-million ad campaign starring Jerry Seinfeld.

The ad instantly became a hot topic of discussion in newspapers and blogs across the continent. The fact that most of the responses tended to be bewildered to hostile surprised little. Microsoft spokesman Tom Pika said the ad was a success because it created "buzz"—the latest in advanced tactics of advertising agencies around the world.

Unfortunately, there are even more people in the world of advertising who can tell you that simply getting noticed isn't nearly good enough. Attention is cheap. It is fleeting. And it's a poor substitute for selling. The point is not who manages to get your attention, it's what they do with it once they've got it. Judged by that definition, Microsoft's latest ad has nothing to boast as big as biggie. Big yes—and certainly no small expense.

If you haven't yet seen the ad, you won't win. Microsoft is spending up to \$200 million a year on its TV spots, so it's not surprising that it's possible, starting with last week's NFL football games. The debut installment features company co-founder Bill Gates in a shopping mall trying to shove Jerry Seinfeld (who happens to be controlling down the hallway) upon him and immediately takes on the role of sales man, firing off witty one-liners and random questions with his trademark delivery, dropping in Gates says little and spends most of his time looking perplexed. It's colorful and highly amusing, with lots of wack-out and clever ads and wins.

It took Microsoft two years to figure out how to respond to Apple's wildly successful "Mac vs PC" commercials, and that is what they came up with. That watching Jerry and

Bill fight around the store, you're left with the unmistakable impression that Microsoft still doesn't fully understand what makes the Apple ads work.

For one thing, casting Gates is a big mistake. He's stiff, awkward and very poor character actor. Even when he's doing nothing, it seems like he's trying to do nothing. Apple left Steve Jobs out of its ads because they knew he is not part of the young and stylish generation that they are trying to reach. He's a really weird guy in a really



## Two middle-aged guys hang out at the mall. That's it.

clothing as an old age, and so on Gates.

Probably, Seinfeld isn't much better. He's tall, funny and appealing, but he's also a 54-year-old comic who hasn't been on TV regularly since his show went off the air in 1999. Still, they wanted him so badly, they gave him \$10 million to clown around with Gates. The mind boggles.

But those failings are more quibbles compared to the more fundamental question: what is this ad really trying to accomplish? On first watch, the Bill and Jerry show is merely confusing. On second watch, you start to notice all the things it doesn't do...like sell anything, for example. In a minute and 30 seconds, there is exactly one mention of the name Microsoft. The company's logo appears for less than a second at the very end. The mention of Windows or Vista or MSN or Xbox or Zune or any of the company's other products or brands. There's no suggestion that Microsoft makes stuff you might want

to buy, or that their stuff might be better than the competition's in any way.

The thing that Microsoft seems not to realize is that Apple's ads are not merely clever, and they don't just convey the idea that Mac is cool. Every single ad passes on a single, useful piece of information about Macs, in contrast with PCs. They take complicated technological ideas and boil them down into messages that are quick, simple and almost always amusing. Macs are compatible with a host of web applications that PCs can't support; Macs crash less often than PCs; Macs run most popular software including Microsoft programs; Macs make photos and video editing simple; Macs are less vulnerable to viruses than PCs. One after another, each spot presents a new reason to choose a Mac over a PC, each message in a genuinely funny context to make the info slide down easily.

In response, Microsoft leaves you with the impression that they have a selling good to say, and so they spend everything in all, in hopes you'd be too focused on Seinfeld-mimicry to notice.

Given the depth of Microsoft's problems, you'd think they'd have come up with something to counter the avalanche of bad publicity they've endured since they rolled out the Vista operating system last year. That one product accounts for more than a quarter of Microsoft's business, but the Vista is full of angry screams about Vista and its various technical glitches and annoying bugs. They failed in their efforts to buy Yahoo, and even so, he losing the race against Google to dominate Internet software.

Rather than suggest any compelling reason to invest in Vista, or even brag a well aimed dart at Google, Microsoft decided to treat the world as 90 seconds of new, middle-aged white men rampaging around a suburban mall. "You might think we're dull and staid, and maybe even kind of nasty. But we aren't. We're weird!" And Bill Gates has trouble finding comfortable shoes just like you do? This is what they want you to think of when you think of Microsoft?

Perhaps the idea of the campaign will be better. That's the talk of Chris Noth and Will Ferrell in future installments. At least they're on the outskirts of 50. Clearly, 100million.com buy you a lot of star power. What if it's not to buy you something to compete for you say?

Steve Jacobson@maclean.ca/rogers.com

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## New imprint rewrites the rule book

**BY ARNIE KINCINGTON** • *Fast*! Fast track, TV chef Emeril Lagasse announced that he'll be publishing 10 books with HarperCollins, the new publishing platform at HarperCollins. The chef will add some space to the fledgling imprint, which announces its first lineup of seven books this week.

HarperCollins, based in New York City, was created in April by Robert Miller, the former publisher of *Hyperion*. It's a bold experiment in an industry where wonky business plans



**REBEL IMPRINT:** HarperCollins won't pay up front or do returns

could have been generated by the Polihuro. Gone are the big-dollar advances paid to authors; in return for less money up front, authors will receive royalties in high to 50 percent (versus 25 percent currently), as well as some profit sharing. Miller made the change because paying up front is costly for publishers when books bomb, he says. "Advances have skyrocketed but sales haven't grown."

Even more radical is HarperCollins's proposed no-returns policy and bookstores. Right now, of all the books pressed, between 35 and 35 percent are returned to the publisher for credit. Easing that return has been tried before—but never successfully. In 1980, Harvard Court Press, Jovanovich Inc., announced it would give retailers larger discounts, but not returns. Orders fell off, however, and the publisher had to reinvent itself. Miller says the change's different mix, though.

Not will HarperCollins pay for prime placement in major book stores, another standard industry practice. Instead, it plans to generate buzz through the Internet. Movie trailers are the model. "You'll see authors blogging about the book pre-publication," says Miller. So watch for *Emeril* to start blogging about his first book soon. The topic is indoor and outdoor grilling—a fitting start for Miller's controversial new imprint, which will likely focus on pure share of heat. ■

## Palin's prayer for a pipeline is answered

**BY NICHOLAS BOELEK** • In Adam Smith's irreducible hand really just the hand of God, pushing stocks and bonds up and down like beads on an abacus? Republican presidential nominee John McCain's running mate, Alaska Gov. Sarah Palin, said to thank you, Lord Jesus, she asked a group of young people at the Alaska Assembly of God—the Pentecostal church she attended before becoming Alaska's governor—to pray for a "\$40-billion project that's going to create a lot of jobs for Alaskans and will have a lot of energy flowing through here." That very sumbly project is a 2,100-km pipeline that will siphon Alaskan natural gas through the Yukon to the Alberta & C. border for dispatch to southern markets. "I thank God's will has to be done in unifying people and companies to get that gas line built—so pray for that," Palin told the assembled in video footage available on the Internet.

Some may laugh, but it looks like all that praying is paying off. Last month, just two days before lifting McCain's VP slot, Palin signed a law awarding the project and US\$200 million in seed money to Calgary-based pipeline giant TransCanada Corp. Still, not everyone's happy with the answer to Palin's prayer. TransCanada's rivals, EP PLC and ConocoPhillips Inc., are rattled because they see her plan as encroaching on a deal they'd struck with Palin's predecessors, and they want to build their own pipeline through a route some are called Denali (does anything Palin ever pick anything named after her? Alaska's natural gas pipeline now—though BP's Gwadeloup of 2011 Energy Group Ltd. says the route will likely beat their words into doubt. "They're all playing in the same sandbox," he says. "They have to get together and share."

That's probably fine with Palin, the lip-sucking pit bull who took on ing all to push her plan through. After all, she came last year who wins that getting the best deal for Alaskans. That means getting the gas flowing south coast—and, God willing, getting those gas riches flowing up north. ■

## U.S. Army makes foray into fashion

**BY RAYE LUNAO** • From combat boots to camo crop tops, army-style apparel is everywhere. For those who aren't yet dragged by the trend, Sears is branching something new: the first-ever clothing line officially licensed by the U.S. Army. "Military-inspired clothing has been here for a long time," says Sears Holdings Corp. fashion director Jerry Diamond.

"Everybody's going to own that, it should be the military."

Started in late U.S. stores in October, the Army Brand's First Infantry Division collection features what Sears calls "authentic lifestyle reinterpretations" of military gear, including T-shirts, denim and outerwear (prices range from US\$11.99 to US\$25.99).

Designed for men, women and teens—but not yet for girls—the line will be featured at New York's Mercedes-Benz Fashion Week in September, and Sears plans to market it aggressively as the holiday shopping season approaches.

While it's the U.S. Army's first foray into fashion, such licensing agreements aren't unheard of. The Royal Canadian Mounted Police blazed the trail with its own licensing program in 1991 (it was originally handled by Disney, but was brought in-house in 2000). Both the RCMP and the U.S. Army emphasize that such deals aren't about turning a profit: the Mounties invest their licensing fees into community programs, and the licensing fees paid to the military will help support soldiers and their families.

The Army Brand line isn't just about selling trendy clothes. Diamond explains it's also about supporting the troops. "Sears does a lot with the military," she says. The company has raised more than US\$15 million for a program called Heroes at Home, which helps provide housing for veterans.

Sears, the 14th largest retailer in the States with more than US\$60 billion in annual revenues, also hopes to attract more shoppers from the military itself. "We have an affinity for the military," Diamond says. "We know they're coming into our stores." ■

### SEARS WILL launch its First Infantry line next month



**VP NOMINEE:** Palin says pray 'to get that gas line built'

# What to Watch on TV THIS FALL



Open here for a guide to this season's best programs! >>

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# What to watch on TV this Fall

## 2008 / 2009 SPORTING EVENTS

### MFL Football

Opening Sunday  
September 7, 2008 at 1pm  
(Continues every Sunday at  
1pm until December)

### The 2008 Ryder Cup

September 18 - 21, 2008

### 2008/2009 NHL Season

Starts October 8, 2008

### The 2008 World Series

October 22, 23, 25, 26, 27,  
28, 30, 2008

(Just three dates are if necessary)

### 96th Annual Grey Cup

November 23, 2008

### Bills vs. Dolphins at the

Rogers Centre

December 7, 2008

### 2009 IHL World Junior

Championship

December 26, 2008 -

January 5, 2009

### Super Bowl XLIII

February 1, 2009

### NBA All-Star 2009

February 15, 2009

### The Masters

April 11/12, 2008

### Wimbledon

June 22, 2008



It's all about choice. It's all about you. From drama queens and dancing teens to sci-fi thrills and office spits, there's something for everyone to watch this Fall. Go ahead, get clicking.

## NEW THIS FALL

### FRINGE

Tuesdays, 9 p.m. on A

From J.J. Abrams (*Lost*), a passenger jet lands on its own - the cabin full of dead bodies - setting off a chain of events that uncovers a deadly mystery that blurs the line between science fiction and technology, known as "Fringe" science.

### SO YOU THINK YOU CAN DANCE CANADA

Wednesdays, 8 p.m. performance; Thursdays, 7:30 p.m. results on CTV

Based on the hit international format, *So You Think You Can Dance Canada* showcases dancers performing a myriad of dance styles as they compete to impress an expert panel of judges and the Canadian public, who ultimately decides who stays and who goes. One dancer will go home with the \$100,000 grand prize.

### 90210

Tuesdays, 9 p.m. on Global

A modern spinoff of the original series, the new *90210* looks at life through the eyes of Annie Mills (Canadian *Shenae Grimes*) and her brother Dean (Tristan Wilder), whose first day at West Beverly Hills High School leaves no doubt they're not in Kansas anymore.



### OPPORTUNITY KNOCKS

Tuesdays, 8 p.m. on Citytv

Each week one lucky family will play the game of a lifetime in front of all their friends and neighbours as *Opportunity Knocks* takes the action of a game show directly into contestants' homes, setting up shop on the family's front lawn. The instant that host J.D. Roth knocks on the front door, the game will begin. The host poses trivia questions to family members based directly on their lives, each other and articles found in and around their home. If they're able to prove they know their family inside and out, they'll win the prize of their dreams.

# What's hot for primetime

|             | SUNDAY  | MONDAY   | TUESDAY   |
|-------------|---|--|---|
| 8:00-8:30   | <b>Gossip Girl</b><br>Normal girl "Blair Show Eerie" teen (Lohan) and high school are ramped up as all the drama on NY's Upper East Side is contained by the mysterious Gossip Girl. (TV) | <b>Dancing With the Stars</b> performance results show on Tuesday at 8 p.m. Twinkling couples are teamed with - and trained by - professional dancers, who join them on the dance floor when they perform for the judges and viewing public. (CTV) | <b>House</b><br>The Incomparable Dr. House is back! A cynical and sarcastic medical genius who thrives on unraveling the medical puzzle. His chief, who is a doctor, is a doctor. (Global)                                      |
| 8:30-9:00   |   |   |    |
| 9:00-9:30   | <b>Desperate Housewives</b><br>The lives, loves, gossip, and backstabbing continue among the ladies of Wisteria Lane. (CTV)   | <b>Heroes</b><br>It every hero there could be a villain - the much anticipated hit series returns with volume three. (Global)  | <b>The Biggest Loser: Families</b><br>Along <i>Biggest Loser</i> hosts this week's two hour reality series where the season families are encouraged to shed pounds while competing for a cash prize. (5)                        |
| 9:30-10:00  |   |   |    |
| 10:00-10:30 | <b>Brothers &amp; Sisters</b><br>The critically acclaimed drama returns with the star-studded Wilson clan as they struggle through the joys and struggles of everyday life. (Global)      | <b>Curb Your Enthusiasm</b><br>Just because you're "frank" it doesn't mean you're not a dick. The on-line HBO comedy stars Larry David as himself. (Citytv)  | <b>Nip/Tuck</b><br>Born and bred in plastic surgery, plastic surgeons, their friends and business partners. At midlife, the doctors question the propriety that has brought them so much - and this offered as little. (Citytv) |
| 10:30-11:00 |   |   |    |

SHARP

AQUOS

Not sure where to start? We can help. The following is a guide to the best of primetime shows, whether you're into comedy, drama, so-f or reality TV. Get hooked on new shows or returning favourites – all in high-definition.

| WEDNESDAY  | THURSDAY   | FRIDAY   | SATURDAY   |
|--|--|--|--|
| <b>Knight Rider</b><br>The iconic 1980s television classic comes roaring back to life as a reimagined, updated and super-charged action series showcasing the new KITT (Knight Industries Three Thousand). (TV)                  | <b>Ugly Betty</b><br>When a publicizing mogul hands the reigns of his fashion magazine over to his son, he hires Betty – an over-sized square peg in a perfectly round hole – as his new assistant. (Clio) | <b>Crusoe</b><br>A young man leaves behind his true love to embark on an adventure – only to end up shipwrecked on a remote tropical island for 20 years. (City)   | <b>Pam: Girl on the Loose</b><br>Pam takes camera into her private life with attempts to find romance. Between being a work-famous sex icon and a soccer mom. (G)  |
|    |   |   | <b>Snoop Dogg's Fresh Hood</b><br>A revealing look at the life of rap star Snoop Dogg, as he tries to balance the roles of father, husband, superstar and businessman. (G)                                   |
| <b>Criminal Minds</b><br>A team of FBI profilers travel the U.S., capturing the most violent and disturbed criminals living as they go. (TV)   | <b>The Office</b><br>This hysterically funny documentary follows a team of eccentric employees through the realities of the daily office grind. (Globe)  | <b>The Ex-List</b><br>A new romantic comedy where a woman must date her ex-boyfriends in order to find her future husband. (Globe)   | <b>Dr. 90210</b><br>From life outside the office to challenges in the operating room, Dr. 90210 offers a glimpse into the real world of plastic and reconstructive surgeons in Beverly Hills. (G)            |
|    | <b>Kath &amp; Kim</b><br>Kath & Kim stars Molly Shannon and Selma Blair as a dysfunctional mother-daughter duo in isolation. (Globe)   |   |   |
| <b>Upstuck Jungle</b><br>Based on the best-selling book by Christine Baskin, this exciting new comedy follows three high-powered friends as they weather the ups and downs of love, friendship and the top of their game. (Clio) | <b>Eleventh Hour</b><br>Dr. Jacob Hood is a brilliant biologist and special advisor to the U.S. government in this new series from hit creator Jerry Bruckheimer. (G)                                      | <b>Flashpoint</b><br>Before Columbo (Mystery Mind) leads an elite group of cops who are trained to do what other police forces can't: make a situation better they escalate to their "Flashpoint" – when violence explodes. (TV) | <b>Law &amp; Order: SVU</b><br>The highest-rated of the Law & Order franchises, this Golden Globe-winning series tracks NYPD Detectives Stabler and Benson as they investigate sexually related crimes. (TV) |
|    |   |   |  |

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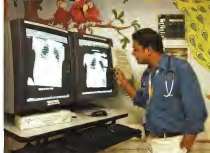
**Saving Third World kids by training the doctors already there**

**BY CATHY DILLI** • Joseph Musumbe is desperately needed in his native Rwanda. He's one of only 12 pediatricians caring for more than five million children. But because Bata has just left the capital city of Kigali for Canada, it may be the best way for him to help the people in his homeland.

Musumbe is the late physician to come to Toronto's Hospital for Sick Children as part of its Healthy Kids International (HKI) fellowship. The program, which launched this summer, trains the usual model of international medical partnerships upside down. Instead of parachuting Western doctors into the Third World, HKI brings physicians here to gain expertise they can export to their place of origin. For one year, Musumbe, along with three other HKI fellows, will practice with renowned pediatricians, use cutting-edge equipment and hone clinical skills. He won't earn a salary, but Musumbe will get an apartment and a laptop, and his expenses will be covered. The caveat when the fellowship is over, Musumbe must return to Rwanda to reap the fruits of his country's health care system.

HKI fellow Karanvash Patel, who arrived at Sick Kids in July from Bangalore, India, says the program will succeed because it bolsters the role of Third World medical workers. "A Rwandan doctor is not a concept everybody accepts," he says. "Coming into a developing country and trying to [assist] is potentially very irresponsible." He believes it's much better to empower local people who share a history, language and culture with the community.

Each fellow is focusing on a specialty. For Musumbe it will be oncology and chemotherapy. Tapesi Kumar Sora, who came from Kolkata, India, to Sick Kids in July, is doing neonatology. Patel, an ophthalmologist, gastrointestinal and viral infections are seven in India, so he's learning about bronchitis and meningitis methods and advanced technologies that are scarce in Bangalore. Malipatra Ashwin, who from Bangalore, has been at Sick Kids since 2005 on another fellowship that ended just in time for him to join HKI. His focus is pediatric ophthalmology, especially retinal diseases. It's an eye cancer that's rampant in India—there are 1,500 new cases a year compared to 24 annually in Canada. "It's high time Bangalore gets control of its eye cancer care, and that should happen with my fellowship," he says.



Dr. PATTAMAR came from Bangalore, India, to learn at Toronto's Hospital for Sick Children.

Patel, who from Bangalore, has been at Sick Kids since 2005 on another fellowship that ended just in time for him to join HKI. His focus is pediatric ophthalmology, especially retinal diseases. It's an eye cancer that's rampant in India—there are 1,500 new cases a year compared to 24 annually in Canada. "It's high time Bangalore gets control of its eye cancer care, and that should happen with my fellowship," he says.

To make change happen once they're home, every fellow will get funding—\$20,000 a year for at least five years (Rwanda has 300,000 children at Sick Kids will need), thanks to additional support from global philanthropist Joye Adler, president of David Cancer and founder of the One X One charity, co-creating Musumbe, while the Indian government and nationalities in Canada, the U.S., and the U.K. are funding the effort. Each fellow has a plan. Musumbe is going to open the first pediatric oncology program in Eastern Africa. Patel hopes to take back some new high-tech equipment and teach better rehabilitation techniques.

Michael O'Mahoney, president of the Sick Kids Foundation, which is providing funding for the program, says there's no other like it. An important side effect of HKI, he says, is that Canada will learn from the fellows too. "We're recruiting the very best physicians from parts of the world where health care is very challenging. They're bringing good skills to us," he says. "They're a huge volume of children, and we're learning how to do this." HKI is going to have 25 fellows by 2010, and 75 within five years.

Another potential benefit of the program is that it may help foreign-trained doctors receive accreditation to practice in Canada more easily, as our medical community becomes more familiar with their unique skills. "People coming from developing countries require some exposure to get used to the system and new methods," Patel says, "but at the end of the day, everybody should be able to work comfortably."

But that doesn't mean Patel and Ashwin want to stay in Canada. "Not if my work in India is going to be as effective as I think it's going to be," says Ashwin. After all, he'll have a huge impact in his home country. HKI estimates that over 25 years, each fellow will impact 17 million children. "It's a huge responsibility to go back and work with the children again," he says. ■

**SCOUR YOUR STOMACH WITH RED WINE**

Red wine may be the ultimate to the "French paradox"—where a nation of saturated fat lovers avoids a wide array of cardiovascular disease. A new study in *Antioxidants* found that digestion of red wine releases harmful compounds such as oxalate and oxalate (OXA), which can accumulate in the body, leading to kidney disease. Red wine contains polyphenols, which destroy OXA in the stomach. Researchers say that grape juice works just as well.



OUT OF THE MILLIONS of people who pass through Canada's airports, only one has ever been flagged—and he's fighting it in court



# CAUGHT IN THE NO-FLY WEB

**Canada's no-fly list has stopped its first potential threat. It just might be its last.**

**BY MICHAEL FREIDLANDT AND MARVIN PERRODIN** • Air Canada Flight 664, a red-eye from Montreal to London, was scheduled to leave Trudeau Airport at 7:07 p.m. It roared earlier that morning, but by mid-afternoon only a few clouds remained in the sky. Among these holding a ticket for the June 4 departure was a 26-year-old man's name or on his way to visit relatives in South Arabia. His plan was to land at Heathrow, board an afternoon connection to Riyadh, and spend the next few weeks catching up with his pet cat and sister. His route to Canada was booked for July 1, a Thursday.

The vacation ended before it even started. He flashed his ID at the check-in counter, but the Air Canada agent refused to tag his bags or print him a boarding pass. A few minutes later a Transport Canada official scribbled on the back, holding a time page document issued from the ministry's "Isolation Centre" in Ottawa. The man didn't know it until that moment, but his name was on Canada's no-fly list. "The Minister of Transport, Infrastructure and Communities has determined

that you pose an immediate threat to aviation security," reads the official "Emergency唐" notice that afternoon. Stunned at 4:43 p.m., the document notified the young man that Ottawa considers him "an individual who, in our reasonably believed, will endanger the security of an aircraft."

Today—15 months after Canada avoided its controversial no-fly list—that grad student from Quebec assumes the one and only person to ever be denied boarding as a result. According to documents obtained under the Access to Information Act, bureaucrats assigned to the no-fly list spent half their shift doing little else but waiting for the phone to ring—until the day that man showed up for his flight to Saudi Arabia.

That lone case, however, is now at the center of a controversial legal battle that threatens to quash Canada's no-fly list before it ever takes a second suspect. Madelin has learned that the man—desperate to clear his name—has taken Ottawa to Federal Court, arguing that the Passenger Protect program is a violation of his basic Charter rights to free movement, privacy and due process. It promises to be a precedent-setting case, a major test of this delicate balance between long-standing civil liberties and post-9/11 national security. (The list itself is so delicate it is so secret that the feds won't even confirm how many names

are on it, though the figure is widely believed to be somewhere between 500 and 2,000.)

But the case also raises a number of troubling questions about the man at the center of the fight: Who is he? And why are Canadian authorities so convinced he is "an inescapable security threat" to fellow passengers?

Madelin has leveled the exact identity, but his lawyer, Johanne Doyon, is doing everything she can to keep it secret. The same day this article was scheduled to go to press, she filed an emergency motion in court, seeking a temporary publication ban on her client's identity. "We are fully engaged that you voice to disprove his reputation for the court, Madelin has agreed not to print any identifying details for one week until a ruling is made on the request for a temporary publication ban.

Lawyers for Madelin are contesting the motion, but it should be weeks, if not months, before the issue is finally resolved. In the meantime, the man remains an anonymous man's shadow, challenging the constitutionality of Canada's no-fly list without having to reveal his identity. When contacted on his cell phone, the student politely apologized and declined to discuss his case.

This much can be reported: born in the Palestinian territories in September 1982,

he immigrated to Canada and became a permanent resident in 2006. Now days away from his 27th birthday, he juggles a part-time job and full-time studies at a Montreal university, where he's pursuing a master's degree in engineering and computer science.

In his notice of application, filed two weeks after he was sent home from the airport, he claims the list is unconstitutional because he was never informed of his inclusion and asked questions to see the evidence, let alone refuse it. "I have never had problems with the police, in Canada or elsewhere, nor do I have a criminal record," the man wrote in a sworn affidavit. "I am not a danger to the public or to an aircraft."

According to his court filings, he purchased a \$1,500 round-trip ticket to South 13 days before his scheduled departure. He claims he had to return to South Arabia by June 29, 2008, to address matters his real trip status in the country where his family still lives full-time. "The decision taken by the Minister to include my name on the no-fly list is a violation of my rights, and has caused me irreparable harm as I will now lose any right of residence in Saudi Arabia," he wrote in his affidavit. "It would have been easy to search me and my bags, which would have been less of an privacy issue on my rights and would have allowed me to travel."

His file includes photographs of his past, his permanent resident card, his flight itinerary, and a letter from the registrar of his university confirming his enrollment. "I have never been the object of a criminal accusation," his affidavit continues. "I have

## BEFORE THE STUDENT WAS STOPPED, NO-FLY BUREAUCRATS SPENT SHIFT AFTER SHIFT JUST WAITING FOR THE PHONE TO RING

always conducted myself well and have a good reputation within the community."

If the applicant really is a victim of faulty intelligence, he wouldn't be the first. Every day in the United States, thousands of innocent travelers are harassed, questioned and delayed because their names randomly resemble an entry on the American no-fly list. Since 2001, the U.S. version has ballooned to at least 44,000 names. Senator Ted Kennedy was once grilled by airline staff so was a soldier returning from a tour of duty in Iraq. Canadians are no exception, either: the American list is in effect on all U.S. flights that come and go from Canada. Bill Graham, the former Liberal defense minister, was once told that his name was a match.

Well aware of the horror stories south of the border, Transport Canada set out to devise a much less onerous "limited scope and focused only on aviation security" inclusion is based on "a person's actions," the government says, not race or religion. The criteria range from involvement in a terrorist organization to a conviction for "serious

and life threatening crimes" involving airplanes. Every entry is supported by a security assessment conducted by CSIS and the RCMP, and the minister of transport must personally sign off on every entry. "There is no automatic inclusion or exclusion on the list based on a single factor or combination of factors," the department told the privacy commissioner in 2006. "The information on each individual would be considered on its own merits."

Transport Canada also created an Office of Recordation, a quasi-appeal mechanism for those who don't believe they belong on the list. An independent minister—hired by the federal government for 11 months—assesses the case evidence, interviews the applicant, and advises the minister on whether that person's name should stay or go. The final call, though, still rests with the transport minister, currently Lawrence Cannon.

The young man in this case lodged a complaint with the Office of Recordation two days after he was denied boarding in Montreal. An investigator has already questioned him, and a final report should be submitted to the minister in the coming weeks. It is a confidential process, and separate from his Federal Court action.

Though Doyon and her client are keeping quiet, the man's choice of lawyer speaks volumes about the nature and importance of his case. Doyon is a well-reported immigration lawyer in Quebec with a reputation for tenacity. In 2006, she represented Maher Arif, a naturalized Canadian citizen accused of being born a member of a Nam

PHOTOGRAPH BY STEPHEN MATHIAS

ARIF: PHILIP J. HARRISON/REUTERS; MADELIN: JEFFREY M. HARRISON/REUTERS

MACLEANS SEPTEMBER 22, 2008

MACLEANS SEPTEMBER 22, 2008





MACLEANS KNOWS who the passenger is, but a last-minute motion prevents us from saying

death squad in this case? Belarus during the Second World War? [Dobransky died as the government was in the midst of tripping his Canadian citizenship].

More recently, Doyon has represented Adil Charkouli in a case that has redlined how the Canadian government treats those suspected of terrorist activities. In 2003, the Moroccan-born Charkouli was arrested in Montreal on a security certificate, which allowed government to indefinitely detain any land of immigrant thought to be a threat to national security.

The ensuing trial included testimony from Ahmed Hassan, the so-called "McDonnell Bomber" who plotted to bomb Los Angeles Airport on New Year's Eve, 1999. At first, Hassan claimed to have met Charkouli in a small Quebec city camp, but later recanted his testimony. In early 2007, the Supreme Court issued a unanimous ruling overturning the use of security certificates. Doyon, who championed the fight against these certificates, called the decision "a new total victory." She has since petitioned the Federal Court to compel journalists from *Le Presse* to divulge their sources on a story published about Charkouli and his alleged discussions about a terrorist attack.

"She is a first-class lawyer," says William Sloan, a veteran immigration attorney also based in Montreal. "She's worked on a few of the security cases, and everything from refugee cases to humanitarian cases. Everything she sees or hears, she's done a very professional job. Generally, people get into trouble because they didn't have the best counsel. Eventually they'll figure out that all lawyers aren't created equal, and they'll ask around and find out who is good. She's good."

Bernard Letourneau, a Department of Justice lawyer, would not comment on the on-ly case, except to say that the feds plan to con-

tinue the search for a complaint. A government figure should be filed in her full or early motion, he said. Transport Canada also is trying to highlight. Allen Kaganen, the department's chief of aviation security policy, was scheduled to speak to Maclean's last week, but the interview was abruptly cancelled at the 11th hour. Instead, Patrick Chertier, a ministry spokesman, pointed the reporter to remarks Kaganen made when the program first went live in June, 2007. When asked why the government is suddenly unwilling to talk about a multi-million dollar public safety measure, Chertier responded: "I have no answer."

Last year, Kaganen told a parliamentary committee that the new law will have a fair and necessary impact. "We're very concerned about civil rights, but we're also concerned about the human rights of the security of the person," he said. Suspected threats are identified by name, gender and date of birth, and it would be "extremely rare" for two people to share those exact same attributes, he said. The list is reviewed every 30 days, and if you're on it, it's because of "reliable and verified" intelligence. "There is no aspect of racial profiling," Kaganen testified. "We object to it. I personally consider racial profiling to be repugnant and unacceptable."

Perhaps so, but when the International Civil Liberties Monitoring Group launched a research project to document specific incidents in which travellers were wrongly targeted

by the program, it found that the vast majority of the respondents to its website, www.mondaworld.net, were of the Muslim faith. Rudy Tsou, a spokesman for the project, says more than 100 people have already been harassed, quizzed and delayed because their names are very similar to one that is on the list. "These people have no reason, because even though there is an appeal mechanism, if you are not on the list, you can't appeal to have your name removed from a list you're not on."

Groups such as the ICLEP believe that no-fly list is an arbitrary tool prone to abuse and political meddling. It violates the basic principles of a government of law, and the final arbiter is the minister, not an independent judge. "They've designed a program and

## THE STUDENT SAYS OTTAWA HAS VIOLATED HIS RIGHT TO FREE MOVEMENT, PRIVACY, AND DUE PROCESS. THE CASE IS NOW IN COURT.

just said, 'That's us, we'll do that right,'" says Georges Norzani of the Canadian Civil Liberties Association. "The experience at the United States has shown that programs like this can have problems, and when they do, people can be quite severely affected even though they're not absolutely flying wrong."

In Montreal, the student is making his case himself in a young court. The government of this self-proclaimed land of freedom has an immediate danger, yet has effectively prevented him from leaving. And even if he is allowed to fly to Saudi Arabia once again, he worries the remaining stigma of being branded a threat will remain—and perhaps even endanger his life. "My personal security has been compromised by the fact that my name has already been placed on the no-fly list," he wrote in his affidavit, now quoted from an Amnesty International document alleging Saudi authorities regularly torture suspected terrorists.

His only consolation is that nobody on the travel list recognizes his face. For now. ■

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### HIT-AND-RUN DRIVER SUES FOR DAMAGES

New York City businessman Henry Zelnick is suing in a lawsuit that the police believe came for his 2005 Bentley 64 sedan, which they impounded in 2005 after Zelnick hit and killed a pedestrian. Zelnick pleaded guilty to leaving the scene of an accident after he smashed down Louis Cuccia. He claims in a lawsuit that the Bentley had been in mint condition but now carries big dents in the front. He's suing for USD190,000.

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• MACLEAN'S SECOND ANNUAL •



# CANADA'S BEST PROFESSIONAL SCHOOLS

• **LAW** (p.56): Our second annual ranking of law schools. • **MEDICINE** (p.80): A day in the life of a medical resident. Plus: how you can get in, the secrets of one failed applicant's rejection letter, and the country's medical schools by the numbers. • **MBA** (p.72): Business schools get a conscience. How Canada's programs stack up internationally. • **ENGINEERING** (p.78): I challenge you to a concrete canoe race! Plus, stats on 46 engineering schools.



# Ranking Canada's law schools

**They're all hard to get in to. But which law school will you get the most out of?**

BY TONY KELLER

**T**his is the second year that Maclean's has ranked Canada's law schools, and this year's methodology follows the same approach as last year—with a few improvements. The goal remains the same: to objectively assess each school against recognized measures of faculty quality and graduate employment quality. Are a law school's professors significant contributors to the intellectual life of their discipline? Do a law school's graduates land the most sought-after jobs in government, the private sector and—now this year—academia?

The methodology behind the Maclean's law school ranking was created in co-operation with professor Brian Leiter, the John P. Wilson Professor of Law and director of the Center for Law, Philosophy, and Human Values at the University of Chicago. Leiter is also America's most prominent critic of that other, well-known law school ranking, the U.S. News and World Report ranking of American law schools. Leiter has long criticized U.S. News's methodology as misguided and open to gaming. One of his blogs, at [www.leitermanhugoblog.com](http://www.leitermanhugoblog.com), has seen his own alternative rankings of law school quality, focusing on outcomes rather than inputs, and using data that cannot be manipulated by institutions. That's why, in 2007, we asked Leiter to work with us to build a Canadian law school ranking based on his collection of and alternative to the U.S. News approach. "My central motivation for undertaking this task," says Leiter, "was to show that it's actually possible to make law schools in ways that are meaningful."

All of the data used in the Maclean's law rankings are publicly available. All focus on law school outputs. Fifty per cent of the raw

all ranking is determined by faculty quality, and 50 per cent by graduate quality. The four measures of graduate quality look at the success each law school has had producing graduates able to land the most competitive public and private sector jobs. The four indicators are:

**Elite Firm Hiring:** We calculated how many of each school's graduates are serving as associates at law firms on *Lawyer's list*'s list of the largest firms in nine Canadian regions, or at one of the five leading New York firms, according to the employment website Vault. This was done by examining the online biographies of thousands of lawyers at dozens of law firms. To isolate this measure to the three of each law school, the tally was divided by the size of each school's first-year class, averaged over the past two years. This measure is worth 30 per cent.

**National Results:** This indicator, based on the *Elite Firm Hiring* measure, is worth 10 per cent. It measures the proportion of each law school's grads at leading firms who are working at firms other than the three that hosted the most grads from this school. It's a measure of the extent to which leading firms outside a school's region hire its graduates.

**Supreme Court Clerkships:** A measure of how many of a school's graduates have served as clerks at the Supreme Court of Canada—there are 27 clerks each year, it is one of the most competitive positions open to graduates. We looked at the last six years' worth of clerks. As with the other measures of graduate quality, the tally was divided by each school's average first-year enrolment.

**Faculty Hiring:** This measure is worth 10 per cent. It looks at how many of a school's graduates are professors at Canadian law schools, with extra weight given to grads hired by faculties other than their alma mater.

Why does the Maclean's ranking focus on the most competitive jobs, when by definition most law grads will not end up landing one of these positions? "Elite employers have few picks of new law school graduates, and their decisions tell us something about the reputations of schools and the quality of edu-



PHOTOGRAPHS BY VAN BARNETT

course they expect to their students," says Leiter. "What they tell us about law school reputation and education matters to every law student, regardless of what professional trajectory they want to pursue."

Faculty quality was assessed by the Faculty Journal Citations measure, worth 20 per cent. We employed the HeinOnline database of legal periodicals and, at a break from last year, our search included not only citations in Canadian journals, but international publications as well. The inclusion of international journals was recommended by many Canadian

academics, and reflects the reality of a globalized academy. "That was one point on which feedback from Canadian law professors was uniform," says Leiter. "We measured the number of citations awarded by each faculty member; the only for each school was then divided by the size of that school's faculty."

Why does the Maclean's ranking not take into account such things as the different sizes, choice, styles and approaches offered by each

law school? There weren't, says Leiter, and are worth considering, but "none of them really compensate for the scholarly excellence of a faculty and professional opportunities." ■

All data was compiled by researcher Jonathan Heston. Ranking on each indicator and overall rank were determined using the statistical percentile method that Maclean's has long employed in its annual university rankings. Our statistical team was Heng Chen of MacGillivray Statistical Ltd. Statistical Consultants.

**ON THE WEB:** For more details on ratings, visit [www.macleans.ca/en/essays](http://www.macleans.ca/en/essays) and learn on the methodology behind the Maclean's rankings of Canadian law schools.

## Common Law Schools ranking

Canada's law schools were evaluated according to four measures of student quality, worth 50 per cent, and one measure of faculty quality, worth 50 per cent. All measures were calculated relative to the size of each school. Elite Firm Hiring is worth 20 per cent. National Reach is a measure of how widely employed a school's graduates

are—and Supreme Court Clerkships are each weighted at 10 per cent. Faculty Hiring is worth 10 per cent and looks at how many grads were hired as law faculty members, with extra weight given to those hired by faculties other than their alma mater. Faculty Citations is a measure assessing how often academics cite each school's professors.

| OVERALL RANK |                     | GRADUATE QUALITY  |                |                          | FACULTY QUALITY |                           |
|--------------|---------------------|-------------------|----------------|--------------------------|-----------------|---------------------------|
|              | Rank Last Year      | Elite Firm Hiring | National Reach | Supreme Court Clerkships | Faculty Hiring  | Faculty Journal Citations |
| 1            | Toronto (1)         | 1                 | 5              | 2                        | 1               | 1*                        |
| 2            | McGill (2)          | 2                 | 5              | 1                        | 3               | 4                         |
| 3            | Osgoode (3)         | 12                | 3*             | 7*                       | 6               | 1*                        |
| 4            | USC (5)             | 6                 | 6*             | 10*                      | 9               | 3                         |
| 5            | Victoria (6)        | 13                | 1              | 4                        | 7               | 5                         |
| 6            | Dalhousie (8)       | 11                | 12             | 6                        | 2               | 7                         |
| 7            | Ottawa (4)          | 14                | 9*             | 3                        | 11*             | 6                         |
| 8            | Queen's (3)         | 9*                | 3*             | 10*                      | 4*              | 8*                        |
| 9            | Alberta (7)         | 5                 | 6*             | 10*                      | 10              | 8*                        |
| *10          | Calgary (15)        | 6                 | 9*             | 16*                      | 16              | 12                        |
| *10          | Manitoba (11)       | 9*                | 14             | 7*                       | 13*             | 8*                        |
| *12          | New Brunswick (12*) | 3                 | 15             | 5                        | 11*             | 14*                       |
| *12          | Saskatchewan (16)   | 7                 | 13             | 10*                      | 6*              | 14*                       |
| *12          | Western (12*)       | 5                 | 2              | 14*                      | 8               | 13                        |
| 15           | Windsor (14)        | 15                | 11             | 16                       | 12*             | 11                        |
| 16           | Moncton (16)        | 16                | 16             | 7*                       | 12*             | 16                        |

\*Indicates a tie

## Civil Law Schools ranking

Seven of Canada's law schools are common law schools, the law of the Anglo tradition and of most provinces. Five schools are civil law schools. Civil and common law schools were evaluated according to the same criteria. Ottawa is the only civil law school located outside

of Quebec, the University of Ottawa's Faculty of Law offers two distinct programs, civil and common. McGill offers both common and civil law training, in one program. The Université de Moncton, though operating entirely in French, is also a common law school.

| OVERALL RANK |                   | GRADUATE QUALITY     |                   |                             | FACULTY QUALITY   |                              |
|--------------|-------------------|----------------------|-------------------|-----------------------------|-------------------|------------------------------|
|              | Rank<br>Last Year | Elite Firm<br>Hiring | National<br>Reach | Supreme Court<br>Clerkships | Faculty<br>Hiring | Faculty Journal<br>Citations |
| 1            | Montreal (1)      | 1                    | 1                 | 1                           | 1                 | 1                            |
| 2            | Ottawa (2)        | 2                    | 2                 | 2*                          | 4*                | 2                            |
| 3            | Laval (3)         | 3                    | 3*                | 2*                          | 2                 | 3                            |
| 4            | UQAM (5)          | 5                    | 5                 | 2*                          | 3                 | 4                            |
| 5            | Sherbrooke (4)    | 4                    | 3*                | 2*                          | 4*                | 5                            |

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# Just another night in major emergency

**Before you apply to medical school, spend eight hours in this doctor's shoes**

**BY CAMERON AINSWORTH-VINCIG** • By the age of three it was apparent that Tishia Smith-Gorrie would become a doctor. Growing up in Winnipeg, one of four sisters, Tishia would run household chores into emergency shifts, then place the events in her overactive imagination as hopes that they would turn into a magical remedy that she could use to treat an illness. Today, Tishia is more often referred to as Dr. Smith-Gorrie, a 26-year-old, fourth-year resident in the emergency wing of St. Michael's Hospital in downtown Toronto. It's shortly after 6 p.m. on an early August afternoon, and her eight-hour shift has just started.

She pulls a yellow hospital gown over her clothes, wraps a medical mask around her face and enters Room 5 of St. Mike's major

emergency ward. Inside, doctors from the intensive care unit and internal medicine are tending to a man in his late 30s who is dry heaving violently. He was in a state to the intensive care unit after being brought in with severe breathing problems, but as the past few minutes his symptoms have worsened to the point where he may need to be intubated—a process that involves inserting a plastic tube down the throat directly into the trachea to protect the patient's airway while providing a means for mechanical ventilation. He frantically swears from side to side on the bed, struggling to inhale while constantly lunging forward as the doctors attempt to restrain him. Smith-Gorrie hovers at the foot of the bed, staring at the heart monitor over the patient's left shoulder, ready to help out with the intubation procedure if needed. And then the man's symptoms abruptly subside and the doctors and nurses gently lie him down to rest. Smith-Gorrie notices that her presence is no longer needed and leaves the room. "They have enough

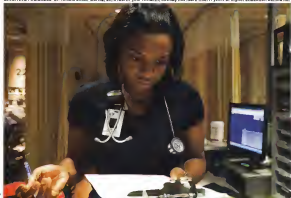
people in there," she says. "I'm not totally sure what the problem is. Might be an asthma attack or an infection of some sort."

As a fourth-year resident doctor, Smith-Gorrie is hardly over on the periphery. In the first two years of her five-year residency program, she'll do other resident doctors across Canada, work under more senior residents and full-time staff doctors to learn the ropes. But as a senior resident, she is responsible for running the department under the supervision of a staff emergency doctor, and she handles her own patient load while working side by side with more junior resident doctors, helping them develop their skills.

To get to this stage of her career, Smith-Gorrie put eight years of university education under her belt—four years of undergraduate and four years of medical school—followed by this ongoing residency experience. She did a bachelor of science in microbiology at the University of Manitoba, graduating with an average of between A and A— She moved on to pursue her MD. And when Smith-Gorrie

## It's a creative world. Are you really going to be a plain old accountant?

**CHARTING PROGRESS** Dr. Tishia Smith-Gorrie, 26, a fourth-year resident, already has more than 11 years of higher education behind her



PHOTOGRAPH BY COLLEEN BARRY

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via graduation in the spring of 2005, she moved to Toronto after one of her tutorial leaders at U of M suggested that it was a great place to begin a career. "I spent the first 15 years of my life in Winnipeg," she says. "I love the city, but I wanted a change."

After coming home, Smith-Gorvitz walks toward the main desk of the major emergency wing, and sits down with first-year student Dr. Albert Allen to review the status of patients who have recently been admitted. His shift ended 30 minutes ago and Smith-Gorvitz is brought up to speed before he heads out. The first case is Margaret (first names only are used throughout this story to protect patients' privacy), a 55-year-old diabetic with a history of strokes. Allen tells her of her symptoms, weakness in both legs, blurry vision, nose bleed, loss of voice. He then reviews her medical history. Margaret has high blood pressure and cholesterol levels, and just three weeks ago suffered a stroke. Her symptoms began to worsen at around noon today. Allen does most of the talking while Smith-Gorvitz listens. She takes notes for Margaret's electrocardiogram (ECG), which traces a person's heart rate to pick up abnormalities, and probes him about Margaret's condition with her vision. "Is she having problems seeing out of both eyes, or just one or particular?" Allen is sure. "Let's go see her then," says Telhada, quickly rising. The heads toward the end of the emergency department, where Margaret is lying on a stretcher in the hallway. Correct, her husband



DOES IT HURT HERE? Searching for a sign for the cause of one patient's distress.

by her side. Allen follows close behind.

When they arrive, Smith-Gorvitz introduces herself and begins conducting tests. "How many fingers am I holding up?" she asks, repeating the test on each eye, and varying the number of fingers in front of Margaret's face. Allen points over Smith-Gorvitz's shoulder, listening and taking notes. Margaret looks tired and tired, and her replies are barely audible, forcing Smith-Gorvitz to lean in close. The patient's husband adds that the blurry vision has been happening off and on for about four days. The two residents consult and they decide that Margaret should be sent upstairs to radiology to have a CAT scan. The CAT scan could show if there is any damage inside the brain that might have

resulted from a new stroke. But as Smith-Gorvitz discusses with Allen as they walk away, since Margaret is recovering from a recent stroke, and it's not her first, the CAT scan may not be able to distinguish between old and new damage.

The man in Room 5 is now sitting up in his bed and looking, his hands firmly clutching the bed rails. His mouth is wide open but he still can't seem to breathe enough air into his lungs. There's a white tracer on his lips, but he's coughing up blood. Smith-Gorvitz appears unsettled as she walks past the room, then sits down with the staff emergency doctor on duty to calculate the number of beds available in the ward. One of her jobs is to ensure that patients move quickly

through the major emergency ward, and are released or sent elsewhere in a timely fashion. "It's kind of like being a hotel manager," she says.

While in medical school, Smith-Gorvitz, like all most students, had to decide whether she wanted to be a family doctor or spend time in another field. To become a family physician, grads must enroll in a two-year residency program accredited through the College of Family Physicians of Canada. For most other streams, such as surgery, pediatrics or emergency medicine, graduates undertake residency programs of between four and five years. The training period for some sub-specialties, such as cardiology and nephrology, is even longer.

Since beginning her residency stint in Toronto, Smith-Gorvitz has worked in hospitals across the city, including St. Mike's, Toronto Western, Toronto General, New York General, Sunnybrook and St. Michael's. In years one and two, she gained experience in a range of departments, such as obstetrics, surgery, internal medicine and pediatrics. By year three she had narrowed her sights on working in the emergency ward, and this past year she worked exclusively in the emergency wing of various Toronto hospitals, while also generally completing a master's in health



PAIN MANAGEMENT: With a woman who was admitted complaining of abdominal pain.

research methodology at McMaster University. Down the road, she often wants to be an academic researcher or work in emergency medicine, helping vulnerable populations like children, the elderly and immigrants. But with six hours left in her shift this evening, she has other things on her mind.

Outside in the waiting room, there are about a dozen people waiting to be seen. In contrast to the commotion unfolding within the emergency ward, the waiting area is quiet and calm. Each person here will end up in

one of the emergency wing's three wards. Those with non-emergency injuries and complaints will be sent to minor emergency. Others will go to intermediate, for more critical chest and abdominal pain, along with psychiatric matters. The rest will be seen by Smith-Gorvitz and her colleagues in major emergency. It's 6 p.m., and almost everybody in major emergency is taken. "And the night is still young," she adds with a smirk.

Smith-Gorvitz's next patient is Martin, a 45-year-old male with chest pain. His

#### MAKING UP FOR LOST GROUND

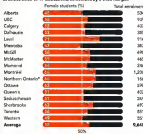
Until recently, Canadian medical school enrollment wasn't keeping up with population growth. In the 1960s and '70s, most provinces reduced the number of places at Canadian medical schools, as a cost-saving measure. Since the turn of the century, however, provincial governments have been backpedalling and medical schools have been expanding. But relative to the size of a Canadian population that has grown more than 40 per cent over the past four decades, we still aren't building any more doctors than we were in the 1970s.



Source: Office of Research and Information Services, Association of Faculties of Medicine of Canada, Statistics Canada

#### MEDICAL SCHOOL ENROLLMENT

Medical schools vary in size. At the moment, Northern Ontario School of Medicine, with 144 students, is the smallest. University of Montreal, where enrollment stands at 1,800. Western universities are at about three of 17 institutions, sometimes by a wide margin.



\*Northern Ontario School of Medicine is located at Lakehead and Sudbury in northern Ontario. Source: Office of Research and Information Services, Association of Faculties of Medicine of Canada

PHOTOGRAPH BY GUY LAWRENCE



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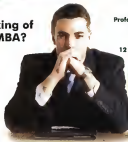
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buildup of water in her system.

During the last hour of Smith-Gervie's shift, the emergency department is quiet. Only a scattering of people are in the waiting room. The last patient she will see tonight is a 51-year-old diabetic named Donald. He is complaining of chest pains and having difficulty breathing. Knowing she'll be leaving shortly, Smith-Gervie conducts preliminary tests to ensure that it's nothing serious, then orders an X-ray and blood work.

When her shift finally ends at around midnight, Smith-Gervie has seen a total of six patients on her own and assisted with another four. She's noted each one's symptoms and treatments on a chart, but written their family doctors, and has spoken with each incident to provide feedback on their performance. As far as shifts go, this was a pretty average one. On weekends, especially long weekends, things can get a lot busier.

Smith-Gervie steps in for a few extra minutes to update the overnight staff on the status of patients remaining within the department. The men who drink too much Chinese wine is fine asleep, Margaret is finally being moved by EMS personnel, Maria is being transported to the hospital's coronary care unit. Donald is lying awake in bed, sitting at the edge of the bed, looking at her notes and trying to go to sleep. It turns out that the last emergency shift incident and will be placed on a ventilator. The swelling in her legs was caused by excess water in her system; she'll need a higher dosage of diuretic pills to decrease the amount of liquids moving down her body and into her legs. The fate of the man who victim in unknown, as is the condition of the coughing man who is increasingly a few hours ago filled the entire emergency department. Every patient who entered Smith-Gervie's name was either treated and released or sent to another department for more extensive tests and monitoring. Part of being a doctor, she says, is playing a small role in a larger story composed of different scenes that unfold in other parts of the hospital.

When Smith-Gervie finally leaves, she exits via the northwest door and walks out into the dark hospital night. The rooms are quiet, except for a few items on the opposite side of the street, smiling around on their BMW bikes. She walks briskly toward the Queen Street subway station. On the train, she sits down, turns on her iPod and listens to Radiohead. Four hours later she'll make her way to her one-bedroom apartment near the busy intersection of Yonge Street and Bloor Street. After watching a little TV to relax, she'll phone her mom in Winnipeg. She will conduct any medical experiments in her apartment's master's lounge. She'll go over the day's patients, and prepare for her next shift. ■



ARTIST'S CONCEPTION: Unless you take courses like this in undergrad, the MCAT will crush you

## So, you want to be a doctor?

**Study science. Don't be a geek. And start preparing early. As in junior high early.**

**BY SCOTT DORRISON MITCHELL** • If you want to significantly increase your odds of making it into medical school, choose your place of birth wisely. Or at least move to the province where you want to go to medical school, long before you apply. Surprise: most med schools overwhelmingly favour applicants from their own province, reserving almost all of their seats for locals. In virtually every other field, universities promote geographic diversity. Thanks to pressure from provincial governments, Canadian medical schools are a whole other story. "We don't have the academic freedom to just pick the best applicants [regardless of geography]," says Dr. Evelyn Jackson, assistant dean of admissions and student affairs at Dalhousie University.

The only medical school in Manitoba, at the University of Manitoba, reserves 90 per cent of its seats for Manitobans. Last year at Dalhousie—the only med school in the Maritimes—61 out of 90 seats were assigned to Maritimers. At the University of British Columbia, the province's only med school, only 40 per cent of its seats are open to out-of-province applicants. Hoping to go to medical school in Canada? You may not be able to stand for home.

The big exception? Ontario. The University of Toronto, the University of Western Ontario, Queen's, and Northern Ontario Medical School all say that they do not place limits

on out-of-province applicants. So if you're from Manitoba, Saskatchewan, the Maritimes or B.C.—each of which has only one medical school—you're in luck; you have more than one med school option. And if you're from Ontario, well, you're going to be facing a lot of competition.

But years before you sit down and fill out a medical school application, even before most kids have their driver's licenses, you have to start planning for med school. An essential step to be taken as early as middle school? Stick with those science and math courses. "If you want to keep medicine open, [take] at least a few sciences throughout high school," says Jackson.

Most medical schools will consider applicants with an undergraduate degree in any discipline, including non-science degrees. Having a full-on science background is more important than any particular degree. But what you studied prior to university, say back in high school and junior high, is going to matter because of four simple letters: MCAT. The Medical College Admission Test is an exam that's designed to assess problem-solving, critical thinking, writing skills—and scientific knowledge. "Even if someone has a music degree," says Jackson, "they have to show they have an aptitude for sciences."

The MCAT is one way that med schools check for scientific aptitude. Nearly every medical school in North America requires it. How would an applicant without a strong science background fare on the MCAT? According to Dr. Joyce Philbert, assistant dean of medical education and student affairs at McGill University, "they would

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probably have credit on some of the sections." Even though various undergraduate science courses may not be prerequisites at your preferred medical school, university-level test scores as low as high prep work, essential to scoring well on the physical and biological science portions of the MCAT. And post-secondary university-level biology, chemistry and physics unless you take high school biology, chemistry and physics. And that means taking Grade 7 and 8 math and science.

Your university grades will also matter. A lot. At Queen's University, for example, the admissions committee uses undergraduate grade point averages to help decide who gets called in for an interview. But at Queen's like many schools—a high GPA is no guarantee. Once at the interview, applicants can no longer hide behind their high test scores.

For most schools, your extracurricular record is an important factor in the admissions decision. For some schools, it's as crucial as a high GPA. "Being on a [sports] team is every bit as important as volunteering," according to Wendy Budge, admissions coordinator at McMaster's Faculty of Medicine. Extracurriculars can include anything from being the captain of a hockey team, taking care of someone in your family with special needs, or joining a choir. "We have foster-sleep-scope champions," said Susan Schell, who is in charge of history and political



**NICK ME:** It's a prescription for admission success in the related activities. "I've looked at multiple years of extracurriculars, you see a pattern of behavior," says Dr. Ian Walker, director of admissions, undergraduate medical education, at the University of Calgary. Suddenly developing an intense interest in volunteering during your last semester of undergrad may not cut it.

Once you've made it to the interview, having earned a high GPA, scored well on the MCAT and done some serious prep work, how to you stand out from the rest of the pack? For all, look for the interview to be the key. Dr. Barry Stiles, of the University of Saskatchewan's College of Medicine, identifies poor eye contact and a

lack of communication skills as deal breakers. And, "I've seen the product producer at home." "Don't be just a 'some parent' good," says Dr. Stiles. "I've seen computer games that are made by physicians." How should you do? According to Dr. Marc Bleyer, senior associate dean of admissions at the Northern Ontario School of Medicine, how you choose to put yourself together will say something about you—but the worst thing you can wear to the interview is what he calls "a very casual attitude."

So how do admissions committees decide whom to admit? Just like a first date, they'll be looking to see if the chemistry is there or not. "We're looking for people who have that spark," says Queen's medical admissions chair Dr. Michael Kawan. "Sometimes you leave in the first five minutes. They tend to have it all together, with their confidence, maturity."

The good news is, getting into medical school isn't as statistically unlikely as you might think. In 2006-07, 36.2 percent of all Canadian applicants were accepted. What about those who weren't accepted? "You're going to have a Plan B and a Plan C," says Bleyer. One popular Plan B? If at first you don't succeed, apply, apply again. 10 per cent of Dalhousie University's class of 2007 were failed applicants from previous years. ■

**ON THE WEB:** Scott Debor Mitchell is a first-year biomedical sciences major at Waterloo. You can reach him at [scottmitch@utoronto.ca](mailto:scottmitch@utoronto.ca).

#### MEDICAL SCHOOLS: HOW DIFFICULT IS IT TO GET IN?

In the table below, Queen's data reflects the percentage of applicants who received at least one offer of admission. Note that success rates for international applicants are generally higher than for out-of-province, because most medical schools reserve nearly all of their seats for local students. The grade point average (GPA)—not R score in the case of Queen's CEGEP system—shows the average for incoming first-year students. The medical college entrance test (MCAT) is a standardized test required for admission at many schools.

|                    | Total Applicants | New Admissions | Success Rate (%) | Success Rate (%) | Success Rate (%) | Average GPA                            | Average MCAT |
|--------------------|------------------|----------------|------------------|------------------|------------------|--|--------------|
|                    |                  |                | In Province      | Rest of Canada   | International    | 1-6.0 scale                            | 1-10 scale   |
| Alberta            | 1,113            | 134            | 26.2             | 8.4              | 12.5             | 3.8                                    | 10.99        |
| UEC                | 1,396            | 221            | 20.9             | 3.7              | 3.84             | 3.84                                   | 10.14        |
| Calgary            | 1,503            | 136            | 26.3             | 10.7             | 47.1             | 3.62                                   | 10.71        |
| Dalhousie          | 667              | 76             | 31.2             | 7.6              | 43.8             | 3.8                                    | 10           |
| UofT               | 1,696            | 209            | 23.9             | 5.1              | 1.4              | R score 37.5 CEGEP/37.5 U.S. scale/4.0 | Not required |
| Manitoba           | 816              | 94             | 34.8             | 10.9             | 33.3             | 4.16-5.5 scale/4.0                     | 10-10        |
| McGill (5-yr)      | 343              | 79             | 32.4             | N/A              | N/A              | Reserve 25.0                           | Not required |
| McGill (4-yr)      | 881              | 169            | 32.1             | 6.3              | 5.2              | 3.77                                   | 11.38        |
| McMaster           | 4,999            | 168            | 5.6              | 2.9              | 2.1              | 3.53                                   | Not required |
| Memorial           | 796              | 41             | 29               | 5.8              | 15.2             | 3.7                                    | 10           |
| Montréal (5-yr)    | 1,315            | 79             | 23.5             | 9.1              | N/A              | N/A                                    | Not required |
| Montréal (4-yr)    | 662              | 47             | 13.5             | 6                | 0                | N/A                                    | Not required |
| QUT                | 3,195            | 150            | 7.6              | 5.5              | 2.9              | 3.66                                   | Not required |
| Northern Ontario** | 2,648            | 56             | 4.3              | 2                | 3.6              | 3.75*                                  | Not required |
| Queen's            | 2,303            | 95             | 8                | 3.2              | 0                | 3.48                                   | N/A          |
| Saskatchewan       | 531              | 40             | 28.3             | 8.2              | 0                | 87.31%                                 | 9.45         |
| Shenandoah         | 2,639            | 794            | 21.9             | 28.1             | 0.5              | N/A                                    | Not required |
| Toronto            | 2,751            | 307            | 11.4             | 6.4              | 5.6              | 3.9*                                   | 11.08        |
| Western            | 2,523            | 138            | 9.5              | 3.7              | 0                | 3.7*                                   | N/A          |

\*Minimum on applicants, admissions and success rates are for 2006-2007. GPA and MCAT scores are for students entering in fall 2007 except for those flagged with an asterisk. \*\*GPA scores for 2005-2006. This table is for reference purposes only. Not all schools have the same success rates. For more information on success rates at some universities, please visit [www.mcgill.ca/medschool](http://www.mcgill.ca/medschool) or visit the websites of the universities. Some schools may not be included in this table as they are not in the top 100 of the QS World University Rankings. Source: Office of Research and Information Systems, Association of Faculties of Medicine of Canada. MCAT scores obtained directly from Canadian medical schools.

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# M.B.A.s who want to save the world

**Social entrepreneurs aim to use business skills to do more than just make money**

**BY COLIN CAMPBELL** • When Brenda Baker applied to the M.B.A. program at the prestigious Oxford Business School at the University of Oxford, getting accepted turned out to be the simple part. The real challenge for the 28-year-old from Vancouver, coming up with \$90,000 to cover tuition and living costs, and just two months before the start of classes that fall. For a lot of M.B.A.s, seeing their sights on high-paying jobs at consulting firms and investment banks, that's a problem rarely solved with a bank loan. Not so for Baker, who plans to do a very different kind of M.B.A. He wants to study in a growing field known as social entrepreneurship.

Often dubbed the "do-gooder" M.B.A., social entrepreneurship is about running the hard details of business school toward more altruistic ends, such as fighting poverty or improving the lot of the less fortunate. "It's business, but with social agendas on its conscience," but not like a business. It's also a career path more likely to lead Baker a way through small social ventures in the developing world than making his six-figure salary on Bay Street. "People like me tend to follow a little bit of a gap where it's tough to justify the cost [of an M.B.A.] and there are very few scholarship awards," says Baker, speaking from a

library at the University of Cambridge, where he's finishing another master's degree.

Baker, an engineer by training who has worked for Engineers Without Borders, is taking a big risk. Unable to raise so much money on such a short time, his Oxford plans are still up in the air. But he's part of a new wave of social M.B.A.s and M.B.A.s, hopefuls from Canada, the U.S. and around the world, who are eager to make a similar leap, whether that involves bringing entrepreneurial best practices to a non-profit in the developed world or leading newly acquired marketing or finance skills to communities and small businesses in the Third World.

There's no hard data on just how well social entrepreneurship is, but the demand in these and growing fields, says Ted Debus, president of the Canadian-based MBAs Without Borders (MWB). Modelled on groups such as Doctors Without Borders, which has long sent physicians to global crisis zones, MWB is an international organization that places grads with M.B.A.-level business skills in places that need them, from India to Ecuador. "Last year alone we had over 3,000 M.B.A.s applying for 33 projects," adds Debus.

Debus, along with colleague Michael Brown, founded the organization last year ago, after earning his M.B.A. from Delaware School of Business at McMaster University. "While I was doing my M.B.A. I thought, all this knowledge is great but there's got to be a different way to use it," Debus had already spent a year building a small and profit in

Costa Rica and as an entrepreneur in India, and saw a market for an organization that could bring young business graduates together with communities in need. The organization, for instance, recently sent one M.B.A. to Ethiopia, where he spent three months helping 11 coffee cooperatives organize themselves to have their beans certified as fair trade. The end result was over \$400,000 in new revenue for the coffee farmers that year alone.

This fall, MWB is enrolling up a new class of Canadian business students to take to students abroad the social impact business can have. Debus is also seeking demand from students as drawing his organization and others like it, with business schools responding to a changing market. "We're not hiring this as people they're saying 'join our team,'" Debus used to work in sales for a pharmaceutical company, and he says the loss in earnings that comes with the job is ultimately a small price to pay for the personal rewards of his kind of work. "I'm making close to a hundred grand now, I'm not making close to as much—but I love every day of the job."

Three years ago, Bangladesh economist Mohammad Yunus won the Nobel Peace Prize for his pioneering work with microcredit—a way of fighting poverty and spurring economic growth by offering tiny loans to poor people without access to traditional banks. In doing so, Yunus became perhaps the most well-known social entrepreneur, and helped turn the field into the latest business buzzword. But despite its popularity, defining pro-

COURTESY OF MBAS WITHOUT BORDERS

## CANADA'S M.B.A. PROGRAMS

Nearly three dozen Canadian universities offer M.B.A. degrees, and the traditional M.B.A.—two years, full-time—is no longer the only way to go about getting the credential. Tuition has climbed sharply over the past decade at most universities, but there are still bargains to be found.

|                                | Average<br>QNAAT Score | Tuition<br>[Canadian students] | Tuition<br>[Int'l students] | Program Length<br>[months] | Enrolment | Female<br>% | Int'l<br>% |
|--------------------------------|------------------------|--------------------------------|-----------------------------|----------------------------|-----------|-------------|------------|
| Alberta                        | 58.5*                  | \$44,251                       | \$44,083                    | 18                         | 191       | 26.5*       | 54%        |
| UBC (Sauder)                   | 84.5                   | \$30,767                       | \$38,767                    | 15                         | 244       | 30%         | 58%        |
| York                           | 80.0                   | \$7,000-18,200*                | \$18,999-26,330*            | 8 to 20                    | 63        | 36%         | 12%        |
| Calgary (Haskayne)             | 47.0*                  | \$29,811                       | \$14,899                    | 28                         | 2171      | 20.5*       | 22.5*      |
| Cape Breton (Shenoy)           | 54.0                   | \$19,944                       | \$29,000                    | 12                         | 55        | 52%         | 34%        |
| Carleton (Spence)              | 50.0                   | \$18,783                       | \$28,121                    | 16                         | 110       | 40%         | 30%        |
| Concordia (McIsaac)            | 61.0*                  | \$4,964-56,054**               | \$20,445-525,790*           | 12 to 24                   | 367*      | 25%*        | 115%       |
| Dalhousie                      | 59.0                   | \$16,000                       | \$23,260                    | 10 to 20                   | 50        | 40%         | 30%        |
| Quebec                         | N/A                    | \$28,000                       | \$38,000                    | 12                         | 85        | 40%         | 30%        |
| HEC Montreal                   | 60.0*                  | \$6,390**                      | \$25,600                    | 12                         | 172*      | 33%*        | 45%*       |
| Laurier                        | N/A                    | \$20,000                       | \$30,000 US                 | 30                         | 105       | 25%         | 2%         |
| Laurentian                     | 57.0*                  | \$7,053-175,908                | \$37,123-534,244            | 3 to 20                    | 254       | 20.5*       | 57%*       |
| Level                          | N/A                    | \$3,679**                      | \$17,476                    | 12 to 16                   | 281*      | 40%*        | 95%*       |
| Manitoba (Ragotz)              | 58.5                   | \$15,180                       | \$27,000                    | 18                         | 73        | 40%         | 14%        |
| McGill (Desautels)             | 89.0                   | \$2,174**                      | \$18,220                    | 14 to 20                   | 128       | 23%         | 44%        |
| McMaster (DeGroen)             | 62.0*                  | \$12,000-131,800*              | \$28,112-181,220*           | 8 to 28                    | 262*      | 24%*        | 17%*       |
| Memorial                       | 61.0*                  | \$4,400                        | \$5,700                     | 9                          | 30*       | 43%*        | 42%*       |
| Moncton                        | N/A                    | \$10,458-110,913*              | \$54,751-177,312*           | 26                         | 68*       | 24%*        | 40%*       |
| Open University (Frederickson) | 56.0                   | \$14,500                       | \$21,467                    | 29                         | 54        | 45%         | 30%        |
| New Brunswick Saint John       | 54.0                   | \$18,000                       | \$28,800                    | 12                         | 30        | 43%         | 30%        |
| Ottawa (Telfer)                | 61.0*                  | \$14,400                       | \$24,990                    | 12                         | 80*       | 47%*        | 27%*       |
| Queen's                        | 67.4                   | \$40,000                       | \$65,000                    | 12                         | 75        | 24%         | 49%        |
| Regina (Gervais)               | 56.0                   | \$12,000                       | \$14,000                    | 6 to 12                    | 34        | 20%         | 14%        |
| Ryerson (Rogers)               | 67.5                   | \$13,200-175,702*              | \$18,400-522,700*           | 12 to 16                   | 80        | 38%         | 14%        |
| Saint Mary's (Seabey)          | 59.0                   | \$9,800-114,300*               | \$18,700-527,800*           | 12 to 20                   | 115       | 40%         | 38%        |
| Saskatchewan (Edwards)         | 51.0                   | \$23,500                       | \$37,750                    | 12                         | 33        | 37%         | 14%        |
| Shenandoah                     | N/A                    | \$4,144                        | \$16,666                    | 16                         | 33        | 24%         | 34%        |
| Simon Fraser (Sage)            | 61.5                   | \$27,000-132,500*              | \$27,800-132,500*           | 12 to 16                   | 133       | 40%         | 20%        |
| Toronto (Rotman)               | 69.0                   | \$48,374                       | \$78,350                    | 29                         | 648       | 28%         | 27%        |
| Victoria                       | 54.0                   | \$28,945                       | \$30,025                    | 17                         | 83        | 53%         | 33%        |
| Western (Living)               | 66.0                   | \$44,000                       | \$72,000                    | 12                         | 175       | 28%         | 30%        |
| Wilfrid Laurier                | 63.0                   | \$20,000                       | \$28,725                    | 12                         | 85        | 32%         | 10%        |
| Windsor (Dietrich)             | 60.0                   | \$12,000                       | \$18,000                    | 15                         | 80        | 40%         | 25%        |
| York (Schulich)                | 66.0                   | \$22,500-544,081*              | \$30,800-540,800*           | 8 to 20                    | 490       | 32%         | 50%        |

Information as of the 2008-2009 academic year unless indicated otherwise. Enrollment figures are for fall term students. \*Winter or spring depending on length of program. \*\*Tuition fees for Quebec students; rest of province students a higher \$2000. \*Figures, 12500-figures. Source: Canadian universities.

## CANADA'S M.B.A. PROGRAMS

Targeted at people who already have a career but want to take it to the next level by earning an advanced degree, executive M.B.A. programs generally allow their participants to enroll at their pace, pursuing the degree part-time. Tuition, often covered by employers, is generally high.

|   | Average<br>Age | Tuition<br>[CDN \$] | Program Length<br>[months] | Enrolment | Female<br>% | Int'l<br>% |
|---|----------------|---------------------|----------------------------|-----------|-------------|------------|
| Alberta-Calgary (Walter Haskayne EMBA)    | 37             | \$55,000            | 28                         | 30*       | 21%         |            |
| Alfreda                                   | 40             | \$40,000            | 28-32                      | 34*       | 8%          | 8%         |
| UBC (Sauder)                              | 38             | \$55,000-565,000*   | 15                         | 75%       | 0%          |            |
| Concordia (McIsaac)                       | 27             | \$53,000            | 15                         | 22%       | 23%         |            |
| Quebec                                    | 37             | \$38,500**          | 26                         | 42%       | 7%          |            |
| Laurier                                   | N/A            | \$23,000            | 30 to 35                   | 3%        | 2%          |            |
| HEC HEC Montreal (HEC-HEC Montreal EMBA)  | 44             | \$65,000            | 15                         | 41%       | N/A         |            |
| Ottawa (Telfer)                           | 45             | \$50,000            | 18                         | 44%       | 11%         |            |
| University of Quebec at Montreal          | 35             | \$4,000             | 24                         | 60%       | 80%         |            |
| Queen's University (Coster)               | 37             | \$75,000-572,000*   | 15 to 18                   | 32%       | 28%         |            |
| Regina (Gervais)                          | 42             | \$29,000            | 18                         | 20%       | 0%          |            |
| Royal Bank                                | 40             | \$31,500**          | 24                         | 43%       | 4%          |            |
| Saint Mary's (Seabey)                     | 38             | \$40,000            | 22                         | 23%       | 0%          |            |
| Shenandoah                                | 37             | \$21,200-522,000*   | 16-22                      | 23%       | N/A         |            |
| Simon Fraser (Sage)                       | 32             | \$41,500            | 19                         | 30%       | 0%          |            |
| Toronto (Rotman)                          | 38             | \$50,000-544,000*   | 10 to 18                   | 25%       | 40%         |            |
| Western (Living)                          | 38             | \$55,000            | 15                         | 23%       | 0%          |            |
| Windsor (Dietrich)                        | 38             | \$22,000-541,000*   | 10-22                      | 34%       | 2%          |            |
| York-Northwestern (Koffsky Schulich EMBA) | 38             | \$180,000           | 18                         | 26%       | 54%         |            |

\*Tuition rates depending on length of program. \*\*Tuition on offers for non-resident students. \$42,500 at Quebec; \$52,000 at Royal Bank. Source: Canadian universities.

cially when social entrepreneurship involves can be tricky. Most economists agree that the point of a business, particularly a publicly traded company, is simple: to maximize profit and make money for investors. But social entrepreneurship turns that approach on its head. Profits become merely a means for the enterprise to accomplish its social mission. Unlike the corporate social responsibility movement that most business schools began in the 1990s, and which pushed to make social concerns an important business consideration, a social enterprise makes social concerns the whole point of its business.

In social entrepreneurship, "if you had to

choose between the social and economic outcome, you'd pick the social," says Ann Armstrong, a professor at the University of Toronto's Rotman School of Management and head of the school's Social Enterprise Initiative. That's not to say profit doesn't play a huge role, it does. Unlike a charity, social entrepreneurship is still about hard-nosed competition, improving efficiency and generating a return. All the challenges and rewards of running a successful business still exist. "It's called profit with a purpose," says Debra.

One of the key benefits of this approach, say proponents, is that it brings to attention various inefficiencies of traditional

business—something typically missing from charities, non-profits and government aid agencies. "The rate of social benefit is one dollar a month very good with those organizations," says Dirk Meyers, a professor of corporate social responsibility at York University's Schulich School of Business.

This concept of a business with a social form of social intent isn't entirely new. The TMCA, more than a century old, has long operated much like a social enterprise, says Gary McPherson, head of the Canadian Centre for Social Entrepreneurship at the University of Alberta School of Business. "They've been doing good work with a social mission for

## HOW DO CANADA'S BUSINESS SCHOOLS STACK UP? A LOOK AT THREE MAJOR INTERNATIONAL RANKINGS.

### HALL STREET JOURNAL RANKING OF INTERNATIONAL BUSINESS SCHOOLS, 2007

This annual survey of M.B.A. recruiters asked them to rate each school and indicate their plans to recruit there. It also evaluated whether companies are hiring a school's grads for jobs outside the U.S.

| Rank | School   | Country          |
|------|--|------------------|
| 1    | ESADE Business School                                  | Spain            |
| 2    | IMD  | Switzerland      |
| 3    | University of London (London Business School)          | U.K.             |
| 4    | Instituto Tecnológico de A&T (Instituto de Ingeniería) | Mexico           |
| 5    | Massachusetts Institute of Technology (MIT)            | U.S.A.           |
| 6    | Columbia University                                    | U.S.A.           |
| 7    | HEC Business School                                    | France           |
| 8    | ISMA (ISMA Management)                                 | Mexico           |
| 9    | HEC School of Management, Paris                        | France           |
| 10   | Thunderbird  | U.S.A.           |
| 11   | York University (Schulich)                             | Canada           |
| 12   | University of Western Ontario (Dwyer)                  | Canada           |
| 13   | University of Chicago                                  | U.S.A.           |
| 14   | Instituto de Empresa                                   | Spain            |
| 15   | INSEAD   | France/Singapore |
| 16   | University of Pennsylvania (Wharton)                   | U.S.A.           |
| 17   | Bocconi University                                     | Italy            |
| 18   | Erasmus University (Rotterdam)                         | Netherlands      |
| 19   | University of Navarra (IESE)                           | Spain            |
| 20   | Northwestern University (Kellogg)                      | U.S.A.           |
| 21   | University of Toronto (Rotman)                         | Canada           |

### BUSINESS WEEK RANKING OF NON-U.S. M.B.A. PROGRAMS, 2006

Business Week conducted this ranking of M.B.A. programs every second year, based on surveys of graduates and employers, and faculty quality of each school as measured by citations in top academic journals.

| Rank | School                       | Country          |
|------|------------------------------|------------------|
| 1    | Queen's                      | Canada           |
| 2    | Western (Osgoode)            | Canada           |
| 3    | Yorke (Rotman)               | Canada           |
| 4    | IMD                          | Switzerland      |
| 5    | London Business School       | U.K.             |
| 6    | INSEAD                       | France/Singapore |
| 7    | ESADE Business School        | Spain            |
| 8    | University of Navarra (IESE) | Spain            |
| 9    | York (Schulich)              | Canada           |
| 10   | HEC Montreal                 | Canada           |

Source: FT.com; see [www.ft.com](http://www.ft.com) for more details.

### FINANCIAL TIMES M.B.A. RANKINGS, 2008

The Financial Times M.B.A. rankings, introduced in 1999, were the first major rankings to treat M.B.A. education as a global marketplace, with American schools ranked directly against those from the rest of the world. Many of Canada's M.B.A. programs last year fared poorly in the FT ranking, for the second year in a row. The rankings measure such factors as the employment rates, salaries and career progress of graduates, the opinions of alumni, the diversity (international and female) of students and faculty, as well as faculty quality.

| Rank | 3 year avg rank | School                                     | Country          |
|------|-----------------|--|------------------|
| 1    | 1               | University of Pennsylvania (Wharton)       | U.S.A.           |
| 2    | 4               | London Business School                     | U.K.             |
| 3    | 3               | Columbia Business School                   | U.S.A.           |
| 4    | 3               | Stanford University (GSM)                  | U.S.A.           |
| 5    | 3               | Harvard Business School                    | U.S.A.           |
| 6    | 7               | INSEAD                                     | France/Singapore |
| 7    | 10              | MIT (Sloan)                                | U.S.A.           |
| 8    | 10              | Instituto de Empresa                       | Spain            |
| 9    | 7               | University of Chicago (GSM)                | U.S.A.           |
| 10   | 20              | University of Cambridge (Judge)            | U.K.             |
| 11   | 14              | Culham                                     | China            |
| 12   | 11              | University of Navarra (IESE)               | Spain            |
| 13   | 9               | New York University (Stern)                | U.S.A.           |
| 14   | 14              | IMD  | Switzerland      |
| 15   | 11              | Dartmouth College (Tuck)                   | U.S.A.           |
| 16   | 12              | Yale School of Management                  | U.S.A.           |
| 17   | N/A             | Hong Kong UST Business School              | China            |
| 18   | 19              | HEC Paris                                  | France           |
| 19   | 19              | University of Oxford (Saïd)                | U.K.             |
| 20   | N/A             | Indian School of Business                  | India            |
| 21   | 24              | ESADE Business School                      | Spain            |
| 22   | 27              | London U Management School                 | U.K.             |
| 23   | 22              | Manchester Business School                 | U.K.             |
| 24   | 20              | Northwestern University (Kellogg)          | U.S.A.           |
| 25   | 20              | UCLA (Anderson)                            | U.S.A.           |
| 26   | 30              | University of Toronto (Rotman)             | Canada           |
| 27   | 38              | York University (Schulich)                 | Canada           |
| 28   | 42              | University of Western Ontario (Dwyer)      | Canada           |
| 29   | N/A             | University of Alberta                      | Canada           |
| 30   | 80              | University of British Columbia (Vancouver) | Canada           |
| 31   | 77              | McGill University (Desautels)              | Canada           |



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MICHAEL POB AND SHIRLEY J. A. Andrew Costa (left) is 'mentor' job for Sierra Leone

years," he says. But, adds McFadden, social entrepreneurship has especially gained traction over the past decade, following a period in the early 1990s when governments were cutting social services, and charities and non-profits were forced to look for more creative and funding funding solutions. Nowadays, many philanthropic organizations operate as social enterprises, including the Bill & Melinda Gates Foundation, a multi-billion-dollar charity that, says Marcus, "is really run like a business, with targets and goals."

Canadian business schools have been relatively slow to jump on the bandwagon compared to those in the U.S. and Britain, where schools such as Duke and Oxford offer M.B.A. programs with a social entrepreneurship focus. There are no M.B.A. programs in Canada dedicated to the field. But it is very much on the radar screen, and becoming more and more popular, say business school professors. Schulich, which already has a strong, institutional reputation when it comes to corporate social responsibility offers courses in social entrepreneurship and has professors who specialize in the area. "You can tailor your degree throughout the program without having to do a separate degree," in social entrepreneurship, says Sherris. Zimmerman, head of Schulich's health industry management programs, The University of Toronto's Rotman School takes a similar approach. Along with courses focusing on social entrepreneurship, it has a consulting group called Rotman Nelson, a non-profit created by business students who solve non-profit problems. Along with its courses, the Richard Ivey School of Business, at the University of Western Ontario, has a number of extra-curricular programs with a social bent, including its Leader Program, where 16 to 20 students visit eastern Europe each spring to teach entrepreneurship skills. Recently, students have helped assist entrepreneurs in Moldova, Macedonia and Russia developing business plans for a wedding planning business, the expansion of a theater firm and a

social farm operation," says Ivey professor Stewart Thornhill, who heads the school's Institute for Entrepreneurship. Experts say it's only a matter of time before M.B.A. programs specializing in social entrepreneurship start popping up across the country.

That expansion is fueled by the fact that there's more jobs out there to make for it. Like a business and charity is being driven by a new generation of students going into the workforce while leaving a positive mark on the

world. Twenty years ago, doing social and charitable work was something you did on the side, but now M.B.A.s "want to reach greater integration between their classes and the way they make money," says Zimmerman. At the same time, this field doesn't involve a lot of money and poverty and living like Mother Teresa. "I don't want to be dirt poor. It's about finding the balance for me, and finding the freedom to do what I want to do," says Baker. And compared to charities and NGOs of the past, he says that "people going into this don't have an annuity to return home to in more capitalist approaches." Today's M.B.A. students are bringing the M.B.A. mentality, says James Turner, a professor at the Sauder School of Business at the University of British Columbia, which is also moving to catch and nurture more social entrepreneurs. "It's really quite striking. It's not the majority but 15 percent cause it's up," "I want a non-conventional career path."

Even "non-conventional" doesn't fully capture just how different that way of life can be. After doing an M.B.A. at McMaster University, Andrew Costa found himself in what he describes as a "mentor" job in the health care industry, marketing and selling

## BEYOND GREY Pinstripes M.B.A. RANKING 2007-2008

Beyond Grey Pinstripes is an alternative ranking of business schools, conducted every two years by the Aspen Institute Center for Business Education. The ranking assesses the degree to which leading M.B.A. programs integrate issues concerning social and environmental citizenship into the curriculum.

| Rank                                    | Country |
|---|---------|
| 1 Stanford                              | U.S.A.  |
| 2 Michigan (Ross)                       | U.S.A.  |
| 3 York (Schulich)                       | Canada  |
| 4 UC Berkeley (Haas)                    | U.S.A.  |
| 5 Massachusetts Institute of Technology | U.S.A.  |
| 6 Columbia                              | U.S.A.  |
| 7 Carleton (Schulich)                   | U.S.A.  |
| 8 Desautels (McGill)                    | U.S.A.  |
| 9 Yale                                  | U.S.A.  |
| 10 Instituto de Empresa                 | Spain   |
| 11 NYU (Stern)                          | U.S.A.  |
| 12 UMC (Carus-Flagler)                  | U.S.A.  |
| 13 The George Washington University     | U.S.A.  |
| 14 ESCADE Business School               | Spain   |
| 15 Rotman University (York)             | Canada  |
| 16 Calgary (Haskayne)                   | Canada  |
| 17 TSEM (TSEB) (McGill)                 | U.S.A.  |
| 18 New Mexico (Anderson)                | U.S.A.  |
| 19 Brandeis (Brandeis)                  | U.S.A.  |
| 20 Colorado (Boisjoly)                  | U.S.A.  |
| 21 Western Ontario (Ivey)               | Canada  |
| 22 Portland State                       | U.S.A.  |
| 23 British Columbia (Sauder)            | Canada  |
| 24 Virginia (Darden)                    | U.S.A.  |
| 25 Barnsbury (Buck)                     | U.S.A.  |

|                       |        |
|-----------------------|--------|
| 26 DePaul             | Canada |
| 27 McGill (Desautels) | Canada |
| 28 Alberta            | Canada |
| 29 Concordia (McGill) | Canada |
| 30 Wilfrid Laurier    | Canada |

Source: [www.aspeninstitute.org](http://www.aspeninstitute.org)

computer equipment. In 2005, through MIRA Without Borders, he took a job in Sierra Leone, spending a year distributing malaria-fighting mosquito nets. He worked to build and fill a supply chain, getting the nets into pharmacies, and marketed the nets, doing things such as subcontracting through national media during the World Cup—an entirely new approach to distributing and selling the anti-malarial devices. Next, he travelled to Rwanda, where he worked with an American NGO that had built a clinic to serve women with HIV and AIDS. Costa remarked the struggling child's business plan to help integrate it into Rwanda's state health insurance plan. Both projects used his business training to "find a more sustainable way of doing things," says Costa, who has just returned from a year doing develop-

ment work in Kazakhstan, Afghanistan.

Costa is typical of social entrepreneurs who believe in using the power of business and the free market to solve the world's social ills. Delacruz ultimately saw the opportunity to create small-entrepreneur middle class in the developing economies of Africa and Latin America. "M.B.A.s have such a vital role in helping build up and create opportunities and jobs in these countries," he says. Companies are also starting to create some of this enthusiasm. MIRA recently started a program with Delacruz Consulting in the U.S. Before starting their new jobs, the company's newly hired M.B.A.s are offered a chance to spend a month in the field at an MIRA project.

The big roadblock for many students who want to do an M.B.A. in social entrepreneurship is still the lack of funding. Scholarships can be hard to come by, and big donors to fund these are often supply One of the big supporters in the field is Canadian-born Jeff Skoll, the first president of eBay, who launched the Skoll Foundation, which awards in social entrepreneurship on hold for a year 30 places to apply to start schools and hopes to lead a scholarship next year annual. As for the money he's raised? He'll donate it, of course, like to Engineers Without Borders and Doctors Without Borders. ■

## FINANCIAL TIMES EXECUTIVE M.B.A. RANKINGS, 2007

Similar to the Financial Times regular M.B.A. rankings, the FT's E.M.B.A. evaluates leaders at a variety of performance measures for each school the career progress of students, faculty quality and the diversity (classroom and international) of both faculty and students.

| Rank  | Program                              | Country                            |
|---|--------------------------------------|------------------------------------|
| 1 Kellogg/Haskayne (U.S.)                                 | Kellogg/Haskayne EMBA                | China                              |
| 2 Teuhs HEC Paris/ESN (Spain)                             | Global EMBA                          | France/UK/USA                      |
| 3 University of Pennsylvania (Wharton)                    | MBA for Executives                   | U.S.A.                             |
| 4 Columbia (London Business School)                       | EMBA Global                          | U.S.A./U.K.                        |
| 5 Instituto de Empresa                                    | EMBA                                 | Spain                              |
| 6 London Business School                                  | EMBA                                 | U.K.                               |
| 7 University of Chicago (Bo)                              | EMBA                                 | U.S.A./UK/Singapore                |
| 8 Washington University (Olin)                            | Washington Post EMBA                 | China                              |
| 9 Columbia Business School                                | New York EMBA                        | U.S.A.                             |
| 10 INSEAD   | EMBA                                 | France/Singapore                   |
| 11 Purdue/Tow/CEA/OSMA                                    | International Master's in Management | U.S.A./Netherlands/Hungary/Germany |
| 12 Kellogg/Haskayne (U.S.)                                | Kellogg/Haskayne EMBA                | Germany                            |
| 13 Northwestern University (Kellogg)                      | EMBA                                 | U.S.A.                             |
| 14 Duke University (Fuqua)                                | Global EMBA                          | U.S.A.                             |
| 15 Chinese University of Hong Kong                        | EMBA                                 | China                              |
| 16 University of Navarra (IESE)                           | Global EMBA                          | Spain                              |
| 17 Kellogg/Haskayne (U.S.)                                | Kellogg/Haskayne EMBA                | Canada                             |
| 18 City University (Cass)                                 | EMBA                                 | U.K.                               |
| 19 UC Berkeley (Haas)/Columbia                            | Berkley/Columbia EMBA                | U.S.A.                             |
| 20 IMD  | EMBA                                 | Switzerland                        |
| 21 University of Alberta/University of Calgary (Haskayne) | Alberta/Haskayne EMBA                | Canada/China                       |
| 22 University of Toronto (Rotman)                         | MBA for Executives                   | Canada                             |
| 23 University of Western Ontario (Ivey)                   | EMBA                                 | Canada/China                       |
| 24 Queen's University                                     | EMBA                                 | Canada                             |
| 25 University of Ottawa (Telfer)                          | EMBA                                 | Canada                             |
| 26 Concordia University (McGill)                          | EMBA                                 | Canada                             |

Source: FT.com

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# Six months in a leaky boat

**How concrete canoe racing turns students into engineers**

**BY JOE COLEMAN** • Pigs don't fly, one critic doesn't float, and accidents don't happen—only one of these statements occurred true when engineering schools from across North America gathered last June in Montreal for the 2006 American Society of Civil Engineers National Concrete Canoe Competition (NCCC).

The Canadian team, from the Université du Québec à Rimouski de technologies avancées (ÉTS), pulled off a miracle at the annual event, beating a number of prestigious American engineering schools, including the defending champion, the University of Wisconsin-Badgers, and winning a place on the podium—despite sustaining possibly fatal cracks in their boat.

Engineering has always been the ultimate hands-on learning by doing university discipline. And one of the ways that engineering students learn is by putting various cultural and competitions—in pursuit of elite expertise. For example, Canadian engineering schools have regularly fielded teams in the North American Solar Challenge, where last year students from the University of Waterloo finished fourth. Waterloo also holds a Guinness world record for the longest distance travelled by a solar car. Last summer, teams of Canadian mechanical and software engineering students from ÉTS, the University of Victoria, the University of Ottawa and the University of Alberta travelled to the U.S. Navy's Space and Naval Warfare Systems Center to compete in the International Autonomous Undersea Vehicle Competition and the International Autonomous Surface Vehicle Student Competition. In 2006, the University of Manitoba won a similar U.S. competition for the best unmanned aerial vehicle (UAV) of a Canadian engineering school. A big part of a Canadian engineer's education takes place beyond the academic classroom and outside the classroom.

In concrete canoe racing, the NCCC is the equivalent of the World Series. It brings together the winners of 18 regional races to compete for concrete world bragging rights. The engineers from ÉTS earned their berth

by beating eight other schools—Dalhousie University, École Polytechnique de Montréal, Université de Sherbrooke, Université de Moncton, Queen's University, Université Laval, the University of Toronto and St. Clare College—in the Canadian championships. Québec engineers have a long tradition of constructing concrete canoes. Laval was the Canadian champion from 2001 to 2004.

A concrete canoe may not sound as easy as a roller coaster or an elevator in water, but building one, and building it right, is an important task. The difficult part appears to be getting concrete on float. There are two the case part. In getting a thin slacker is all to hold together is the real challenge—as the ETS team discovered on race day.

Canoes are normally made of wood or aluminum because, explains U of T engineering professor Michael Collins, these materials are good at absorbing tension and compression. They bend. "Concrete doesn't buckle," says Collins. "It can't handle tension." Students have to create the canoe with the right reinforcement materials to overcome this. "That challenge explains why concrete canoe racing is practiced around the world, with major teams in Europe, South Africa, the United Arab Emirates, and Japan."

It all starts in the spring, as students in winter last year's canoe. As Jean Sébastien Bessif, 23, a third-year civil engineering student and co-captain of the ETS team, "Something that really lived at this year, our team with lawyers' power," he says. "We had to be very precise on it to compare both experimental and theoretical results."

To the layperson, concrete is concrete is concrete. Wrong. At the NCCC, teams must use a particular concrete mixture, and to make things more challenging, that recipe changes every year. In 2006, the rules called for the concrete to contain at least 6 per cent of a common ingredient called C-90 Portland cement, with the remainder of the mix made up of miscellaneous sand. Concrete mixers to handle this, which mixed with water, will hardly give a rigid mass. When these gushers, teams must create a vessel that is relatively lightweight—the lightest canoe in the championship weighed only 156 lb—yet strong enough to support up to four paddlers. Knowing the position and weight of the paddlers is crucial in designing the canoe. If a paddler comes out of pos-



sition, the reaction points in the canoe change, and the boat's centre of mass shifts.

"To start the final shape, we substituted scaled prototypes to test, to see which one was offering the least resistance in the water," said Bessif. The design chosen, ETS created a model consisting of polystyrene sections covered with a drywall compound. In its concrete, ETS used a mixture of white cement, slag cement and silica fumes. "Concrete's materials are heavy," said Bessif. "We need very light aggregates if we want to compensate for the weight." The solution? "Most aggregates in our concrete are recycled glass beads, but we also use coarser and glass microsphere." These last two are lighter than water, and so small that they appear to the naked eye to be powder.

Building the canoe is a painstaking exercise that takes weeks. And when they're done, the canoe is tested.

**WHAT STUDENTS ARE STUDYING**  
Across 12 engineering disciplines, the main stages of electrical, mechanical and civil engineering are the top three. These disciplines have been in the top three for the past five years, and civil engineering numbers have grown by two-thirds while computer engineering numbers have dropped by more than half.

| Discipline                  | 2002   | 2007   |
|-----------------------------|--------|--------|
| Biomedical                  | 523    | 609    |
| Chemical                    | 3,399  | 4,138  |
| Civil                       | 4,617  | 8,212  |
| Computer                    | 1,707  | 3,580  |
| Electrical                  | 10,268 | 9,618  |
| Engineering Physics         | 2,542  | 2,640  |
| Environmental               | 398    | 349    |
| Geological                  | 418    | 415    |
| Industrial or Manufacturing | 1,485  | 1,254  |
| Materials or Metallurgical  | 584    | 614    |
| Mechanical                  | 10,993 | 11,460 |
| Software or Internet        | 265    | 636    |
| Management                  | 1,001  | 1,364  |

Source: Engineers Canada



**YOU CRACK ME UP** Their canoe split, but Canada's team still made it to the podium

the team has to design every step of the process in a two-page detail paper (And they're not allowed to use an "eraser" to write it up for them.) The judges will carefully review their work.

Despite all the time put into the canoe, students are expected to maintain full course loads. Do they grade well? "Students who are enrolled in these clubs tend to perform better [academically] than other students," says Yves Beauchamp, the director of ETS. He believes that's partly due to the time management skills learned on the team.

"It's a complete academic experience because they start with a material that most people think of as something that if you put it in water, it would sink," says D. Wayne Klett, president-elect of NCCC and owner of an engineering firm in Houston, Texas. "It's a microcosm of the engineering discipline. I've learned something, I designed it, and I made it work."

The NCCC competition was spread over three days in June. Thursday marked the

beginning of the competition. Teams carried their canoes to downtown Montreal's Place du Canada and set up displays to impress both the public and judges. The Milwaukee School of Engineering's yellow canoe, "The Whig," was showcased by students wearing cheerleaders. The United States Air Force Academy's display was a rocket. ETS had its presentation around a life preserver.

The second day of the competition was devoted to oral presentations. Each team gave a presentation and was prepared with questions from the judges.

The final day of the competition featured the highlight of the NCCC: the race. The winners started things off at 8 a.m., with a timed endurance race over a 600-m course. On shore, each team was asked to show their visitors showing support. Wisconsin's Badgers, the defending champions, took the women's race, but ETS pulled off a surprise first place in the men's race.

It's not uncommon for concrete canoes to develop small cracks and take away. Many teams brought Show Stop, which came in handy as several boats were unable to shore. With water, cracks can usually repair and not pose a threat to the vessels—but after the first round of the race, the 2006 team, the ETS team discovered something for more serious. Two large cracks had opened up in the centre of the canoe. The boat didn't leak seawater, but it was a warning sign.

The options? The team could choose to duct tape the canoe together. No engineer wants to do that. It goes against the whole point of the concrete canoe, and in any case the judges would assess a penalty, removing any chance of a high finish in the competition. But if the crack wasn't fixed, ETS' chances would be similarly slim.

Team captain Beauchamp pulled his team. Students from other schools offered advice and a patch, even themselves. Was he a way to race the canoe again? After much discussion among the dozen of people on the dock, a potential solution was found: crowd the paddlers into the centre of the canoe. The pressure of this positioning might seal the cracks and hold the canoe together. The fact that had that team's canoe apart could be redressed to hold it together. "If you put everyone in the middle it makes the side of the boat push up," explained one captain, "which will close the gap from the crack."

After lunch, it was time for ETS to give it a shot. For now, it was a bit like a NASCAR driver. Beauchamp at the ready, they started to see if the canoe would make it. The ETS paddlers didn't board the canoe, grasping themselves tightly in the centre. As they pushed off from the dock and moved gingerly toward the starting line, everyone was silent.

## HOW HARD WILL IT BE TO GET IT?

Here are the average final year high school graduates in the ETS race in the case of Québec's CEGEP system or first year students going into engineering school in fall 2003.

|                                 | Average Entering Grade |
|---------------------------------|------------------------|
| Atlantic                        | 80.4%                  |
| Alberta                         | 87.2%                  |
| BC                              | 86.2%                  |
| Carleton                        | 83.2%                  |
| Concordia                       | 80.8% / K score 25.9   |
| Quebec                          | 80.4%                  |
| Laval                           | 80.7%                  |
| McGill                          | 80.9%                  |
| McMaster                        | 82.8% / K score 30.3   |
| Memorial                        | 83.7%                  |
| Moncton                         | 82.4%                  |
| Montréal                        | 80.9%                  |
| École Polytechnique de Montréal | K score 28.00*         |
| McGill                          | 82.8% / K score 30.3   |
| McMaster                        | 83.7%                  |
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| École Polytechnique de Montréal | K score 28.00*         |
| McGill                          | 82.8% / K score 30.3   |
| McMaster                        | 83.7%                  |
| Memorial                        | 82.4%                  |
| Moncton                         | 80.9%                  |
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| Memorial                        |                        |

Looking at their wounded host after the race, the ETS team said that they believed the crash was caused by a combination of "fatigue and stress," though they couldn't be sure until they ran tests. "We're going to check everything," said Bernhardt.

None of the teams knew their overall scores at this point. The race was worth only 25 points out of the 200 points possible in the competition. The judges don't reveal the points awarded prior to the race and the causes themselves are judged both before and after the race. The ETS members they had lost points in the water. ETS was the men's endurance race, the one before the tracks appeared, but the other four race categories were all won by Wisconsin. At this point, it looked like the judges would use the sixth championship race. After ETS, they were hoping to at least qualify the top 10, but after the ratings, even that seemed out of reach. They had finished last in three out of five races. Assuming the worst, Bernhardt told a reporter, "at least we won the nationals and made it this far."

Luckily for ETS, this is truly an engineering competition, where race results are only part of the scoring. Overall results were announced that night at a special banquet. In the category of canoe design, the ETS team showed themselves and everyone else by during first place—seven points deducted for disability. These thousand-plus hours of work by seven members had paid off. The University of Nevada-Reno came in second, and Berkeley's canoe, with a design honoring the university's tradition as a center of student protest, took third place. The defending champions from Wisconsin found themselves in sixth place in the category. For its design paper, ETS placed sixth. But ETS again surprised and won the field by being awarded first place for its oral presentation, with Berkeley and Reno placing second and third. The oral presentation was an amazing upset, considering that ETS students were presenting and answering questions in English, their second language.

The final result: Nevada-Reno was the new champion. Berkeley took second. And ETS amazed everyone, most of all themselves, by winning third place—the second highest finish ever by a Canadian engineering school at the World Series of concrete canoe.

ETS will be back for next year's NCCOC competition, to be held in Atlanta. As the host school in 2005, ETS was guaranteed a bye into this year's championships. But having also qualified for the recently winning their conference, they will be allowed to carry the word that birthed next year.

Concrete canoe racing is not a sport likely to catch on beyond its rich base of engi-

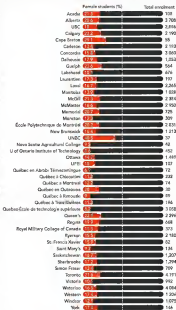
neering students. But for those who follow the sport, 2009 could be a year that a Canadian team finally takes top spot as the podium "[ETS] are getting better each year," says François Paradis, editor-in-chief of Concrete Canoe Magazine. (Yes, there really is a magazine devoted to the sport.) Paradis expects this

year and will build upon transfer of knowledge and accumulation of experience, and he believes that ETS has what it takes to come back even stronger in 2009. He should know: he was number one last time that brought him the best showing ever by a Canadian team, taking second place in 2004. ■

ON THE WEB: For more photos and more from Jerry Coleman, visit his blog at [www.ets.ca/inquiries](http://www.ets.ca/inquiries)

#### ENGINEERING ENROLMENT, SCHOOL BY SCHOOL

Aspiring engineers can choose from undergraduate programs with tiny enrolments right up to those with more than 4,000 students, and focus relatively evenly accredited programs in UNBC, UOtt, UGAT and York to those at established giants such as Waterloo, Toronto and Alberta.



Source: Engineers Canada

## SOME OF THE WORLD'S BEST WRITERS. IN ONE COLUMN.



ANDREW COYNE



PAUL WELLS



SCOTT FESCHUK



MARK STEYN



BARBARA AMIEL

BRINGING CONTEXT, INSIGHT AND CLARITY TO NEWS CLUTTER.

MACLEAN'S  
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# Erin and Mike in the morning.

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while you work.



ROGERS



## CANADA'S BOY WONDER

**He was our greatest diplomat, but he never could sell himself**

**BY CLARENCE GEORGE** — When you ask young people in the country about Lester B. Pearson and Andrew Cohen, the political journalist, author, and Carleton University professor, often the answer is "I don't know who they are." "They may know that they're in a big, busy airport in Toronto named after him," says Cohen, author of *Lester B. Pearson*, the latest biography in Penguin's *Extraordinary Canadians* series. "And they do know he won the Nobel Peace Prize."

But as far as the man himself, Cohen's students tend to have a grainy notion of Canada's 14th prime minister as a soft-spoken, modest, middle-aged man. In truth, he was more of a paradox. Many of Pearson's greatest achievements were in divisive Britain they remain today. And yet, perhaps more than any other modern Canadian leader, "Mike," as he was affectionately called—is responsible for entrenching many of the basic tenets of modern Canadianism.

During his tenure as prime minister from 1963 to 1968, Pearson shepherded the introduction of universal medicare, bilingualism,

the Canada-U.S. Auto Pact, and the Canada Pension Plan. All of this after having already led an ambitious career as a diplomat. In the middle decades of the 20th century, he managed to position himself, and Canada, right at the heart of the action. He was proud as the creation of NATO and the United Nations (in 1957, he was elected to serve as president of the UN's General Assembly). His negotiation skills won him the Nobel Peace Prize in 1957, after he brokered the creation of a UN peacekeeping force during the Suez crisis. In short, he helped transform Canada from a colonial appendage to an autonomous state with a powerful voice and a sterling reputation. In February 1965, Pearson joyfully



seen the newly minted Canadian flag, also happening, as the Peace Tower, while John Diefenbaker, a trial-and-true anglophile, must have wept into his fuzzy pudding. Partly, the fact that Pearson often goes overlooked today is his own fault, says Cohen, who directed the former PM's foreign policy legacy in his 2004 book *While God and Sleep Flow: 90 Years Out of Place in the World*. Pearson the man was many things, Cohen says, but in the '60s—a political era characterized by JFK and televised debates—a stylish and charismatic spokesman he was not. He spoke with a slight lisp. He wore horn-

rimmed glasses, bow ties, and a beret. He was by real choice, he seemed to be out of touch. "He looks just like he's out of touch," says Cohen. "In the Age of Aquarius, he has an aura of being the naive, glorious Pierre Trudeau, and he wasn't John Kennedy. But he had a great sense of humor and he was extremely likable."

Another reason he doesn't get his due, Cohen believes, is that reporters of his time were often distracted by the volatility of the era—the fact that, faced with Quebec's Quiet Revolution and the ramblings of the civil rights movement, his government "looked like it was fleeing from a burning train to extinction." The media, Cohen says, couldn't see that amid all the chaos and tumult and smoke and fire, Lester B. Pearson was quietly legislating.

Perhaps more than any Canadian leader in history, Pearson embodied a very archetypal notion of what it means to be Canadian. For better or worse, he popularized the idea of an unadorned, compassionate, peace-making people—like he "itself organizing four decades later. Pearson and pomp were not his fortes, to be sure. Still, his presence in this country every day. Every time a teenager sees off to Europe with a Canadian flag sewn onto his backpack, it's because of him. And every time a kid is suddenly patriotic to his kid, because of that flag, he has Lester B. Pearson to thank.

## ON BEING LIKE MIKE

BY ANDREW COHEN

At 50, in 1947, he was Mike Pearson? He was five feet six, about 160 lb. His foreman was just right, retaining the fitness of an athlete without middle age. In his early 40s, he had a Canadian tennis champion, Georges Lacelle, in tennis. After almost two decades of cocktails and crumpets, Pearson had run the jewels, pearls, and jewelry of the diplomat. In fact, he remained youthful, often described as "golden boy" and "the new man." His face was very distinctive and noble. He was very easy and gentle. A shock of silver hair when he was over his 60s, barely hiding a receding hairline. In dress, he favoured double-breasted suits and polo shirts (which were deemed so professional when



he became opposition leader, although someone "he didn't really care what he wore," said his son, Geoffrey.

Among the final of adjectives used to describe him—"cherubic," "inkhorn," "diemag," "coercive"—a footnote was "rumpled." He had some tea, which is why, when necessary, he could get by on as little as two hours' sleep. His pleasures were playing golf and tennis and, later, watching hockey or baseball on television. There was also reading, mostly biography or history. He had had insomnia as a child, although he learned to sleep on his side. Things mechanical bothered him. He owned petting pens (David Milne, acquired at \$25 apiece in the 1940s) but little else of value. As prime minister, he usually drove a humble Buick, when the brakes disintegrated at Harnington Lake, it rolled down the hill and crushed. His horses were mediocre and he complained that he lost money buying and selling them. Although he was often an elitist, he proved that "we have some very high" and his manner was charming.

and child. Geoffrey even heard his mother "dame" someone to her most emphatic, and he would apologize for his indiscretion. He never raised his voice and seldom became angry. He was able to use both ends of an argument, often to his detriment. He rarely felt despair, likely because there was little for him to despair about, for his life was without sin, disease, debt, or major disappointment. He wasn't close to his brothers, one of whom, Vaughan, never showed psychological from the Great War. While he made friends easily ("I once met Mike Pearson twice or three times and you began to think of him as an old pal," recalled journalist Elton Fraser), there were few intimates. "I think it is true to say that he was my closest friend, but I wasn't open for him," said Walter Gordon in the 1970s. Gordon had organized Pearson's leadership campaign, secured his financial security, and served as his adviser. "I doubt if he thought I was his closest friend. I just don't know."

He rarely attacked most Pearson's long shadow and long hours were a strain that all bore cheerfully. One of the more active



## AMONG THE WORDS USED TO DESCRIBE HIM: 'CHERUBIC,' 'CHARMING,' 'RUMPLED'

member of this separation in Pearson's recollection of a scratchy, two-minute telephone call he placed on Christmas 1948 from London to his family in Winnipeg, a war and an ocean away from them. By 1967, his children had grown up. They had been raised by nannies and rarely saw their father. Yet both loved him deeply. Pearson wondered whether he was as good to them as his father had been to him ("I am surely conscious of my own failures as a father," he confessed in 1959), but they gave him no reason. Percy was 15. She went to university and eventually married a doctor. Geoffrey was 10. After a succession of boarding schools, he was at the University of Toronto. Like his father, he would go to Oxford and join the foreign service. Over the years, Pearson came to trust his son's judgment more than most knew. After his father's death, Geoffrey dutifully organized his papers, catalogued his diplomacy in an unorthodox book, and became the chief executor of his affairs.

In 1972, Milne and Mayron had been married 23 years. Their marriage wasn't perfect. Mayron spent no one her warring judg-



ments. Percy and her mother had little time for her. "There was no grace," she told Heather Robertson in *More Than a Rose* in 1996. "In letters, yes, but not to her face. It was a very, very critical person. I felt constrained at home. I was always looking away from her. She could cut you off at the knees. I was intimidated by my mother." Mayron could, and did, pack the children off to relatives or boarding schools in a hurry she kept when she accompanied Mike to the London Naval Conference in 1934, she secretly admonished the two eldest she left behind. Her daughter-in-law, London, who would share five children, became a champion of children's rights, and served briefly in the Senate of Canada, was always reluctant to tell Mayron when she was pregnant. "She thought there was something vaguely obscene about it."

Mayron's daughter produced a memorable ban man. She wrote the epitaph of the prime ministerial series, as columnist Charles Lynch said, and the was also the auctioneer. The experience of choice for Mayron was "art" in public: she could be incoherent, defensive, pugnacious, and slow, wearing ties and dark glasses and wearing off-the-neckline, a tabula of cruddy, refined frankness ("She does formidable"), signed a Quebec MP. "She was her own worst enemy," says Linda Pearson. In 1964, when Mayron sold a profile of himself written by the talented Clara McCull Newton of Macdonald, she telephoned her with a string of whippersnappers ("You're just a young," she turned "only someone as young as you could be so confident" in her introduction to her father. "How does it feel to be in the West?" she was once asked. "Not very good," she replied. "I've been a disasterous failure, he never let me. She wisely handled their money (including leaving the \$38,500



MAYRON PEARSON'S daughter called her a 'sassy, very critical' person. 'She could cut you off at the knees'

Pearson received with his Nobel Prize in 1957), managed 23 different homes during their marriage, and was always loyal. She conspired with her husband in the last years and called Dickinson "that old man." Her advice was some times "very bad," an associate of her husband says, but generally "no worse than most."

In Politics 'When, journalist Susan Riley calls the Pearson relationship "conventional, parasitical" she twice suggests that this was because Mayron was "very much his person." In fact, the difference was not less than five years. As for conservatism, not necessarily. In their younger days, Mike and Mayron were part of Ottawa's most elite. Both drank (like most heavily than his), both liked dancing (she much more than he), were conversational, and glib. Both also enjoyed the attention of the opposite sex. Mayron was close to Guy Henry, for 10 years the governor of the Bank of Canada, a playboy, wealthy, and elegant, Tower was serious and cool by day and flirtatious and heady (he was known for his off-colour jokes in mixed company) by night. He liked to be generous, by all accounts, "tower loved women." The Pearson often joined Towers and his wife, Maudie, at their rambling home in Murray Bay, Que. Some time Mayron drove there alone with Towers, Heather Robertson writes, as few did with her to weekend parties in Toronto. Towers' chief biographer, Douglas Fiske, does not talk but as an anonymous friend who says, boldly, that Towers liked "Saturday nights." So did Mayron.

If Pearson accepted his wife's major role in his life, it may have been because he had a latent dyslexia of his own. In London, during the war, he had met Mary Grey and her sister, Elizabeth, who



were from Toronto. They were fans of Alison Grant, a niece of Vincent Massey, who would later marry George Ignatieff. Alison's brother was George Grant, the philosopher, who was studying at Oxford as a Rhodes Scholar. Mike began to see Mary Alison first of her. "When she looks indignantly through her blue eyes people go absolutely weak," John English told Mayron "a scintillating conversation in the absence of his [Pearson's] identity during the 'boom years.'" William Christie, George Grant's biographer, calls their relationship an affair. In September 1941, Grant wrote his mother (under the wrong "strictly confidential" note to be answered to a son) of Mary's "wonderful departure from London and all the love and affection that had brought her home." Mary was returning to Canada with her son. "Mary will obviously turn more and more upon Mike," Grant wrote. "All I want to say is, to understand and try and help. If you have ever seen Mary and Mike together you would know how absolutely right they are for each other and how much they love the other. They are both for too fine to ever let themselves with their children and self, but please try to understand it and make it a natural thing."

Grant was right, Pearson did not let the relationship interfere with his marriage. After less than a year in Ottawa, he went to Winnipeg, where he remained until 1946. Mary Grey returned to Britain in 1945 and married the prominent historian Gerald G. Grant. Twenty-nine and deaf, afraid to become these years, her daughter says that her mother says the regime bar comes from work hours. When Christie's biography of George Grant appeared in 1995, Grey wrote Christie "a nasty letter" criti-

cism, "an attempt to make a study of his produce a 'proficiency of political analysis or subtlety of literary style.' Privately, he called Pearson 'the enormous little baronet.' Grant's hostility was as much personal as intellectual. Mike was no longer the 'nice person' he was in London who had offered to help Grant find work when he returned from England as a student. According to Christie, Grant felt that Pearson was "a cad" in his relationship with Mary Grey. He was angry that he "had strung Mary along, and moved her miserably, after she returned to Canada."

Whatever their divisions, Mike and Mayron survived, partly only upon his death. He disappears almost from his memoir, and in his end, as "gratified that he is relieved and happy" that he was no longer prime minister. When he died, she was disconsolate. The vivid he felt, the cold friend, was to large that the (cold) belief he was gone. She grew more determined after Mike's death, even her son found visiting her difficult. Three years later, Towers died. Now both men in his life were gone, and it was too much for her. In a rare public comment in 1975, Mayron said of Mike: "I was lucky to have 47 years of my life with this great man. Over my years ago, I was asked by a press woman what I liked best about my husband—I said that he was never boring. She thought this was not one of my best. I always cried the women who say that to him at large from: I'm because I know they would enjoy the attention." ■

For Extraordinary Canadians: Lester B. Pearson by Andrew Cohen. Copyright © Andrew Cohen, 2008. Reprinted with permission of Penguin Group (Canada).



## THE BACK PAGES

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# LOST IN THE '90S



**'Rent' was supposed to change the world. It didn't even manage to change Broadway.**  
BY STEVE MAICH

The only thing left of the Broadway phenomenon that was *Rent* are the hundreds of messages scrawled across the green facade of the Nederlander Theatre—love notes and thank-you's left by the legions of fans that became known as Rentheads. Soon, these little tributes will disappear too. *Rent's* history making 12-year Broadway run closed last Sunday. The *Ned* reflects a slightly dingy 87-year-old playhouse that had been vacant for years before *Rent* wrote alone, in dark onto again, announcing the arrival of its next tenant.

That's the nature of the theater biz, of course. Shows open, shows close, revivals are mounted. Some are remembered vaguely, many are forgotten entirely. But shows that man that long and sell that many tickets are so rare they leave legions. *Rent's* a triumph, critical and commercial, and also most mad as it rewrites it that it seemed 12 years ago when a little-magnified popular commercial for a feeling art form. Back then, most were sure the show would change the way we see the world, (or at least, the world of live theater and movies). Instead, time has changed the way we see *Rent*.

The thing that set the production apart, right from the start, was that it seemed like a genuine sportsman's phenomenon, rather than a product of the corporate hype machine that runs Broadway. A few people in the theater world noted that the New York Theater Workshop was doing a new musical by an unknown composer in an early thirties named Jonathan Larson. Not much remarkable

able in that, except that Larson was a disciple of legendary composer Stephen Sondheim, who loved the back's music. The show was about AIDS and poverty among the actors and address in Manhattan's sleazy Rent Village. The whole thing was based on the Puccini opera *La Bohème*, except the music was rock and there was a free-price band on stage. New York's theater power brokers started to get interested, and word began to spread.

Then, on the night after *Rent's* final dress rehearsal, real tragedy struck on the stage. Larson died alone in his apartment, of a mysterious acute aneurysm at the age of 35. Suddenly the show wasn't just an intriguing idea from an up-and-coming composer, it was an achingly poignant epitaph for a young man who had not had to see his dreams realized. The emotional outpouring that followed turned Larson into a tragic hero and a legend, and made the show an instant cultural icon. To say that critics and audiences were moved doesn't begin to capture the near-ecstasias ecstasy that greeted the play's debut.

Time magazine called it "the most authentic and original musical to come along this decade." *Varity* said it "points the American musical toward the future." The *Wall Street Journal* called the work, declaring it the best new play since the 1950s. The *NY Daily News* critic gushed that the show had brought him to tears. And the one that really mattered, *Ben Brantley's* review in the *New York Times*, declared it a landmark achievement that "demonstrates with hope for the future of the American musical." *Newsweek* put it on the cover. Larson's script was a Pulitzer Prize, the first of a string of awards that included four musicals from the New York Drama Critics Circle, and four Tonys (out of 11 nominations). Bloomingdale's opened a *Rent* boutique, drawing the gritty ballerina look inspired by the show. Never before had such buzz surround a play that costars AIDS, HIV and the poor straits

and addiction of Alphabet City. All this excitement has faded, of course. The cast has turned over many times, and some of the actors on stage last week would have been in grade school when Larson was writing the score. *Rent* is still a crowd pleaser, with a series of cast changes life songs, but among the audience in 2008, the same gut impression licks by the show came from the messiness of tragedy, or heroism, and certainly not the sentimental social protest at its heart. If the realization of just how much the world can change in a single decade.

Everything that seemed so bold and pro-



CHARACTERS Roger and Heidi outliving reality in the play. They're back HIV positive

vocative and now 12 years ago now seems utterly over-the-top and familiar, or worse—clutteringly dated.

There is a moment in the second act, for example, when Roger, the HIV-positive punk-rock singer, is arguing with his love interest, Maureen, the HIV-positive exotic dancer. As they quarrel, their beeper (beeper?) goes off, so instead of taking their A2E—as early AIDS drug. Only then does each real

in the other is infected. Cue embraces and lovers' dust. A decade ago, dancers played like the quintessential '90s love story. The problem is the '90s came a long, long time ago.

It's not just the recent-specific costumes, or the obsolete technology (an answering machine plays a central role in moving the plot forward). It's not even that the gritty East Village where the characters live no longer exists, replaced by a gentrified play ground of million-dollar lofts, fine restaurants, and purveyors of organic coffee at \$4.49 a cup. The only important change is that all

heels of Rent's opening. All this underscores the sense of tragedy. Their righteous indignation seems naive, the fate of a dystopic future unmentioned.

Rent was conceived as a defiant song of protest and mourning, but I'd had to forget that it has become a stage-making commercial based on itself. Original cast members like Jesse L. Martin and Tony Danza are now celebrities. A production that originally cost less than \$100,000 to bring to the stage went on to gross \$615 million in ticket sales on Broadway and another 30 million productions around the world, and made its youthful producers multi-millionaires. And that figure doesn't

The box office numbers suggest badly in 2007, and last January producers finally announced a closing date. In the weeks leading up to the show's final curtain, the Rent-bros were back for one last goodbye, just as sad as ever. They were crowded outside the theater doors, knocking off the show at a hope of getting the \$20 first row rush tickets that became part of Rent's tradition. They sang every song with capacious aplomb. And they were still screaming messages at the outside wall: "Mo'day! Mo'day!—RENT! Rent! Rent!"

"Thank you RENT, I will never forget you."

Nobody will soon forget Rent. A decade now, more than one critic called the play the "Mour of the 1990s." As it turns out, that was a fitting description. Both an perfect little capsule of a moment in time. The passing years made everything that was shocking and provocative, only the social commentary of its relevancy, and leave only feelings behind. That's nothing really wrong with that, but the enthusiasm that fueled Rent fever cooled and unmissable.

As Jonathan Larson's memorial service in 1996, one of the show's original cast members told a story from their final rehearsal, as the lines and awkwardities were beginning to build. "I think you're going to change American musical history," the narrator said. "I know," Larson replied. Well, we'll never know. Perhaps Larson might have felt he'd failed. He had that kind of talent. But what?

Rent arrived on Broadway in 1996, the theatre industry was dominated by cruddy remakes and staged versions of Hollywood movies. The big productions that year included a musical version of the Tom Hanks movie *Jack*, John Williams in *Victor/Victoria*, and yet another in a moment of *The Ring* and *W*. While doing Broadway today and you'll see much the same story: *My Papayera*, *Legally Blonde*, *Kinky Boots*, *South Pacific*, *Gypsy*. In a couple of months, perhaps the Christmas, the musical season will arrive—*Sirius*, *The Musical*.

The world changed around Rent, but the trajectory of American musical theatre did not. New Rent belongs to the world of college and high school productions, of found memories and light entertainment. Not a terrible legacy, of course. But not the one Larson had in mind. ■



GME TALENTED BUNCH About the only thing really cheap about *So You Think You Can Dance* are some of the costumes

## The show with all the right moves

**Why 'So You Think You Can Dance' is a reality show that's actually worth watching**

**BY JOHN LITVIN** • Country popstars, yet confirmed amateurs. So *You Think You Can Dance* is making like *Gossip* with the Stars, ABC's overhyped ballroom spectacle. On *Dancing with the Stars*, 16-bit of reality and former pro athletes teach 20 million Amer-

icans in every week their ballroom moves. So *You Think You Can Dance* features all winners, no losers—just talent. This week marks the debut of *So You Think You Can Dance* season 10, and you're probably thinking: "Geez, yet another staged reality TV rip-off?" But wait, there's hope. The Amer-

ican franchise, which won't open its season 10 episode, is different. On the surface it may appear to have the same formula as other talent shows like *American Idol* and *The X-Factor*, but *So You Think You Can Dance* (which is *So You Think You Can Dance*) is different. On the surface it may appear to have the same formula as other talent shows like *American Idol* and *The X-Factor*, but *So You Think You Can Dance* (which is *So You Think You Can Dance*) is different. On the surface it may appear to have the same formula as other talent shows like *American Idol* and *The X-Factor*, but *So You Think You Can Dance* (which is *So You Think You Can Dance*) is different.

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icans in every week their ballroom moves. So *You Think You Can Dance* features all winners, no losers—just talent. This week marks the debut of *So You Think You Can Dance* season 10, and you're probably thinking: "Geez, yet another staged reality TV rip-off?" But wait, there's hope. The Amer-

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Generally, reality TV is a game, and winning a talent show is often a career game. But by aligning with some of the top industry players, *So You Think You Can Dance* is the dance world's answer to that from mere viewers may be tough—about 10 million watched that last season's finale, and that's less than half of a *Dancing with the Stars* audience and a third of what *American Idol* pulled in. Granted, a show about dancing isn't as easily accessible to the average viewer as a singing competition (everyone has a shower, after all), or as funny, perhaps, as one in which washed-up celebs are made to look foolish. But it's important to note that a knowledge of dance—creaky as a love of it—was required. The attention of *So You Think You Can Dance* is more about watching a top level athlete perform. You can't make it, but you can't be surprised by the skill. ■

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the things *Rocky* began against have faded, and been replaced with new fears.

The plague of AIDS that loomed large over the decade show began reeling at America the very same year *Rent* debuted. The arrival of potent inhibitors, sales in various combinations and cocktails, proved spectacularly successful at slowing the progression of HIV into AIDS and easing the symptoms of the disease. AIDS didn't die in the U.S. as now just over a quarter of what they were in 1995, and appears as one of the deaths caused by diabetes.

That's not to say the disease is cured, or that no longer remains (HIV-positive, *Elmer* and *Mimi* and their friend *Tina* [the MIT-trained computer genius] survived to 1996, chances are they'll still be alive, living more or less normal lives. The "guy-boudier" they're so opposed to probably would have been a nice addition to the neighborhood. *Starry* *Times* would have made a fortune in the slot once came that came hard on the



## The plague of AIDS that looms large over the show began receding the year 'Rent' debuted

include the millions more risked in by the show's soundtrack recording, which cracked *Billboard's* Top 20 album chart in 1996.

Even more, it spent 145 weeks in a solo career, more than any other album in the history of the music business. The album went on to become the most successful of the decade, with the 18th anniversary of the show's debut. But the timing was lucky. By then *Rent* was already a subject of biting parody. When the movie *From Justin to Kelly* showed puppet actors facing under a single answer "they're not got AIDS AIDS AIDS" the air was clearly not all that bad. The film went on to win the MTV Movie Award for Best Musical, and the Broadway production had resorted to celebrity star casting to stave off disaster. Former *NY FENC* member Joey Pinone was hired to play the iconic character Mark, and *Melanie Lynskey*, better known as *Scary Spice*, to play *Mimi*.



in 1996, the theatre industry was dominated by cruddy remakes and staged versions of Hollywood movies. The big productions that year included a musical version of the Tom Hanks movie *Jack*, John Williams in *Victor/Victoria*, and yet another in a moment of *The Ring* and *W*. While doing Broadway today and you'll see much the same story: *My Papayera*, *Legally Blonde*, *Kinky Boots*, *South Pacific*, *Gypsy*. In a couple of months, perhaps the Christmas, the musical season will arrive—*Sirius*, *The Musical*.

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**A Coen brothers comedy about dolts gone wild signals a new mood at the movies**

Like so many Coen brothers comedies, *From Justin to Kelly* grows in height as the exigence of its characters. Set in Washington, it unfolds as an egg-and-spoon race among a deduction of know-it-alls, all suffering from various delusions of intelligence—acting like they're in a spy thriller when in fact they're just in a Coen brothers routine.

The Coen brothers insist their movie is not intended as a comment on Washington. "It's not about George Bush or anything specific," Edward Zwick tells a press conference in Toronto. "We're all got the inner lunatic inside." But then his brother, Joel, suggested that McDormand's conspiratorial character might also

Like *Survivor*, *After Reading*, they're all corners of errors. As was the festival's runaway hit, Jonathan Demme's *Rachel Getting Married*, which captures between new emotion and giddy laughter like a *Crash* wedding game. This tale of a rebuff refugee (Anne Hathaway) at her sister's wedding is of no great consequence. But it offers characters we can embrace along with their follies, because in the end we're no smarter than they are. ■

This becomes Thompson's own "first encounter" with the Moon. Throughout the book she alternates between her experiences and those of early explorers such as Captain James Cook. While Thompson's book does, it

While Thompson mixes with a liberal white and ethnic American to strategize, it becomes clear those "actors" sharing the Noble Savage concept are the white racists. The phrase springs from the work of 19th-century English philosopher John Jacques Rousseau. "Primitive man alone in his natural state," Rousseau argued, represents the only true form of life. "I cry 'This nation quickly caught the imagination of Western thinkers, who idealized North American Indians and Pacific islanders as proud and independent primitives infatuated with nature's bounty. Discontented with

As for the centre of all the attention, Seven reportedly prefers his new world to his old. Thompson says her husband has no interest in moving back to New Zealand, and has even become the local rebellion rock chameleon.



**An academic marries a Maori in New Zealand and moves back home to Boston with him**

Thompson, who calls Seven, Seven comes from a traditional Maori upbringing—he believes himself with the earth and dual nature play in positions. "Some people misinterpret their future like an arrow," he says at one point. "I just wait for an arrow to drop in front of me." While the nanaia is mostly of things, Thompson never sees, has three children and moves back home with him.

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the cancelled tour's appearance last week when hobby David Duchovny checked into a see-nahs clinic to get care of a see addiction. And Leoni is also the subject of whispers of scandal, specifically a friendship with Billy Bob Thornton. (Recently, Leoni turned up at several concerts by Thornton's band, dancing wildly and stopping the words to all the songs. There are even rumors that she misled a Duchovny once upon a time to attend a *Seinfeld* gig.



**FINALLY A BOOK ABOUT...HEAVILY ARMED IDIOTS**  
 Stewart Ball's entertaining *Bayou of Pigs* (Willay) has its comic side: a comedy of errors about incompetent revolutionaries, though slightly inflated by government Agents, who give reds no interviews before launching a coup against a Caribbean regime. And its sober side: This true story about dangerous men (particularly the leaders, a Texas soldier of fortune and a Canadian Nazi) and a real 1961 plot to kill Fidel Castro is, in a critical moment.



ROAMING CHARGES? Teens today are accustomed to being in constant contact with friends and family, even while on vacation

## Teen summer vacation shocker

Parents are opening their post-holiday mail only to discover kids' sky-high cellphone bills

**BY MONIQUE POLAK** • Not much bedroze Sen Masselin when he and his family were on a three week Mediterranean cruise this July. The Montrealer says he was only a little annoyed when he discovered his 15-year-old daughter Tanya sending daily text messages to her boyfriend in Montreal. "I told her, 'You're not going to have to pay for this!'" The bill had not yet arrived, but Tanya's fiancé was over \$100. "I feel bad already. I'll pay as much as I can. I just hope I won't have to empty out my bank account," Tanya said.

It said to be that when summer came to an end and kids returned from camp or holiday, parents had to contend with nothing more than piles of laundry. Now they face a more vexing problem: their teenagers' summer fun day dog high cellphone bills.

Tanya Masselin's brother Myl said costs \$40 a month and allows her to make and receive unlimited Canada-wide phone calls and text messages to her friends. It also gives her at least 200 daytime text minutes and unlimited evening and weekend minutes per month. But because of roaming charges, long distance calls and outgoing text messages go pricey. A phone call from Toronto to one of the family's stops in Canada costs \$1.39 a min. vs. outgoing text messages from outside Canada cost 60 cents each.

Tanya's teens are accustomed to being in constant contact with friends and family. That habit doesn't change when they are away from home. Tanya Masselin says she sent her text messages a day before boyfriend from the cruise ship, despite knowing they were not included on her cellphone plan. Her own sister Tina thinks that attitude is low. "She started him more like 10 cents a day," she said.

More Chana, spokesman for the Cana-

lian Wireless Telecommunications Association, notes roaming cellphone bills are generally not a problem this time of year. "Most people are very aware of their cellphone service—what is included and what isn't." Not Ruth Taitner. A mature university graduate whose last birthday gift from her mother was a year of cellphone service, Taitner, 22, got lost driving to Halifax this summer. She used her cellphone to call her brother in Toronto so he could check her email for directions to the home of the friend she was staying with. "I thought, 'This'll cost two bucks.' But that call cost \$13 or \$15. I don't like to take advantage of my parents," she said.

Taitner's parents got off on a trip congrats to Christine Taylor's 16th birthday, a 16-year-old Montreal high school student, travelled with a friend and her family to the Dominican Republic. "I brought my phone in case of an emergency. My mom would not mind when I arrived in Miami, and then in the Dominican Republic, and then coming back," she said. In addition to those calls, Taylor made several others and sent about 100 text messages to friends in Montreal. The July bill, which arrived two weeks ago, was a whopping \$495. "My mom didn't want to show it to me. She knew she'd get really mad," Taylor said. When he finally saw the bill, Taylor's father gave his daughter a stern talking to and

said she'd have to dip into her savings to help cover it. "He said if you get another bill like this, he'll just my phone altogether. But I think he's just saying that. I know he wants me to have a phone in case of an emergency," she said.

When Rachel Arlin, 13, a Scarborough, Ont., high school student, and her family spent a week near Peterborough this summer, her parents insisted she leave her cellphone at home. "I missed getting caught, but it was good not to be checking my phone all the time," she said. Arlin is glad she didn't get into the sort of trouble a friend of hers did. "She wasn't supposed to bring her phone to camp, but she snuck it in. Her cellphone bill was \$150. She was grounded for five days and her dad is so full of chores to pay it off," Arlin said.

Not all youngsters worry about how their parents will react to high phone bills. This summer, Jeff Richwood, director of Envoque Tours, a Toronto-based travel and tour company, got a group of teenagers snowed out of a Chile. A group of the same teenagers got cellphones. One 15-year-old from Calgary didn't bother to turn them on, but used his hotel room phone to call his girlfriend. When the group checked out, Richwood learned the young man owed \$300 in phone charges. "You don't know if teens understand what they're doing well cost that much money. You'd, 'Wow, do you want to pay for this?' Then he pulled out five one hundred dollar US bills and put them in my hand," Richwood said. ■



**WHAT THEY GOT FOR IT: A SCORCHED GUITAR**  
Even damped guitars go for a good price if they have celebrity associations. In this case, an electric guitar that Jimi Hendrix torched during a London concert in 1967 has been auctioned off for US\$100,000 in that city. The Fender Stratocaster was part of another rock 'n' roll memorabilia auction that included a drum kit belonging to the late Led Zepppelin drummer John Bonham and a set of Eric Presley's fingerprints.



DAVID FARRELL and Lulu Cohen Farrell found themselves sharing in a nutritional lesson while looking for dips for their son

## Food lunch revolutionaries

The couple behind Real Food for Real Kids are on a mission to change the way children eat

**BY ANNE KINGSTON** • "Sea the kids! Food!" said David Farrell, presenting a plate of fish topped with shredded carrots on a salad with white vinaigrette. He's in a kitchen, surrounded by vegetables. "Of course it is," he jokes. "It's organic."

Training tender young palates to reject the artificially coloured processed dreck also known as "kids' food" is both a mission and a business for Farrell. He and his wife, Lulu Cohen Farrell, operate Toronto's Real Food for Real Kids (RRFK), which makes and delivers natural food to select schools. In four years, RRFK has become a brand name on the greater Toronto district council, serving hot lunches and two snacks daily to 4,500 children in 81 facilities. That this food is so popular to teach "kids" has become a 14 to 10 per cent per day reflects their innovative sensibilities and underlying philosophy: "Every child has a right to healthy food," says Lulu.

The duo, who also operate a non-profit nutritional education program, have emerged at the same time as Alice Waters of the Chez Panisse, nationally respected advocate of farm-to-table food. This mission began accidentally, after they started the nutritional class looking for a daycare for their kids, now six. Farrell, a scientist who designed two region tours, and his partner were waiting in a design firm when they were approached by the chef, presented farm-to-table food. The chef, Ontario David Nunez, who's been a foodie since 1990, is convinced only with quality, not quality, a natural product in heavy crop is equivalent to a fresh peach, a tomato, etc., mystery meat had the same as one made from organic grass-fed beef. And every child receives 250 ml of milk per day, whether they drink it or

not. "Dairy farmers run the biggest, strongest lobby around," says Farrell.

To fill the gap, Lulu began a snack program at her son's YMCA daycare. Today RRFK employs 15 and counts the T among its clients. At 15-cent and breakfasts on organic staples. When possible, food is prepared from scratch, using organic, locally sourced ingredients. Innovation is inspired by the ever-increasing list of childhood ailments: a state in which it is a given free food that doesn't taste like a brick.

Farrell speaks of educating developing palates with Jonathan said. "If we can take a kid on a trip, three, four, five, to appreciate legumes or fresh vegetable curry with some eggplant is well with her or her life," he says. "Early on kids establish an emotional connection to McDonald's, we're trying to make that connection based on quinoa and Brussels sprouts."

With a schedule that can be as tight as a tightrope, and parents who require more "Canadian food," it's an uphill battle. Yet the couple is undaunted, having witnessed the effects of a processed diet on a child while providing lunch at George Syme Community School during its kitchen at invitation. In one month, 100 children ate RRFK food. "I was amazed, this quiet room of children enjoying their food as harmony," Lulu recalls. In the next,

kids dined on processed food with artificial colour and preservatives. "The noise level was unbelievable," says David. "The sugar spike shocked them out. It was done."

Collective dining is key to sacralization and later food eating. When, they believe, thinking that inspired their Real Food Lunch Club, which serves 50 or more students at a time. Food is served family style for \$1 per day, participants are given a plate in a zip-lock bag that's taken home to be washed. French schools, among them the Lycée Français, have been the most responsive. Many schools miss the point, and request individually wrapped lunches, which they won't do, says Farrell. "We don't want 10 kids eating 10 different things. That's the point. If 30 kids get Brussels sprouts, 10 kids will eat Brussels sprouts."

Currently the couple is consulting with the Ontario government on its "Healthy Schools Initiative," due in school lunch program announced that week, with TV chef David Kline as its front man. Kline's wife Debbie Field, executive director of Toronto's FoodShare, speaks glowingly of RRFK. "They are doing the best," she says. Longer term, however, she believes schools should run their own home-cooking program. The political battle over school lunch is heating up. But on the true food line, in RRFK's kitchen, they're showing the food, not being condescending in that old and placing new ways to bring carrots to the half-pint masses. ■



**TODAY'S SPECIAL...CUP SHOTS**  
There's a lot of behind-the-scenes good stuff that doesn't want to cost a whole cupcake! Or even a number of cupcakes are selling "cupcake shots" little cups filled with buttercream cream. Going for about 100¢ cents, the shots are appearing on cupcake shops "tasting menus." Says Candace Nelson, co-founder of the Spinokins cupcake chain: "We're not talking molecular gastronomy. It's kind of reducing down to the basic elements of what a cupcake is."



2003-2009

Originally from the backcountry, she had a knack for people that helped save the Bow Valley wolves

**D**elinda the timber wolf joined the Bow Valley park in late 2005. She was two years old, alone and in search of a mate. Black, with a speckled chest, she came from the back country beyond Bow Valley territory, which stretches 1,800 sq. km of Banff National Park in Alberta. Life had not been easy for the wolves of the Bow Valley (its numbers had for years been on a decline due to wildlife kills on railways lines and highways). "The

park has more than 100 others, but this probably isn't any other in Canada," says Baril, area wildlife photographer for John E. Blumens. "I think with two major roads, a national railway, two towns—Baril and Lake Louise—and forest all around us, we're in Canada." Indeed, the family had decided to do four miles, five to seven after hours, the alpha male, and his son became ensnared in traps legally set outside the park. Only Hope, the mammal, and Nandi, her male pup, remained. When Hope had dozed her son for hawking grounds in the west, Nandi, now the area's wolf, howled for his mother instead, Delores came.

[illegible]

Delinda's daughter died two months later. Yet the family of four thrived, keeping a den deep in the Bow Valley, its rooms dug under a large spruce. There, in the spring of 2000, Delinda delivered six more pups. Mistakenly given how little food there was, all survived the winter. A pup that had been reduced to a single member now had 90. "It was a combination of luck and also because Delinda was an extraordinary mother," says Black. Maximum support became tracking the pack, first spotting Delinda on the Bow Valley Parkway

As he stood by the brood with a telephone line, DeBello, her supplier, laughing from her belly, appeared to—no, near, inspecting him; that he could no longer focus—and swayed by the opposite side of the two-lane stretch. "She always gave me the impression of being a disciplinarian," says Marriot, who saw her fatherly bond forged even as the neighborhood with the kids. Still authority had by now given her a grained muzzle, grey-flecked chest and peering yellow eyes. To discipline those that she harried until prey—birds and mice—and taught her brood to do likewise. "You could see how those you ignore would stand there, looking over their shoulders," says Black. "She wouldn't nudge and wiggle, looking at them, as if to ask, 'Do you get it?'"



Delinda drifted from tree to tree as she wove trails on the red wax truck—a favorite wold/high way in winter and a scavenger's buffet of shattered disk and discarded to repurpose the hunk as a wold. But it was her desperate, a gentle boldness, that was her children's best lesson. "That allowed her to crawl her gaze so they could survive in this environment, with so many people and so many cuts," Marriot says. Local and tourist blogs report sightings of a black wolf with unnaturally shining fur fringes of the wilderness while her family darts like phantoms through the trees beside her. Something her separation was an enormous photograph of Delinda that the town of Thurf paused across a transient bus in June—a Delinda bigger than life parading the streets of a tourist town. "Therefore she became a very famous wold," says Natch.

she built a new tent in April. But all was not well. When lakshmi arrived upon their dock, Delinda and Nanci's daughter, Bryanna, told her the pupa across the treacherous Snow River and setting up house at drive-leash on opposite bank. The upset brought a new and dangerous group instability to the pack. On Aug. 26, Delinda approached another underpass installed to help wildlife cross the Three-Canada Highway, very recently common-carrier images of the marshland leading northward there south beneath the busy thoroughfare. Later, Delinda, likely pursued or snare, slipped through a barrier now was struck by traffic on Hwy. 97. Her body lay by workers to identify the body, reached for the wolf, reaching bar bar. Days later, a son of Delinda's died on the highway just the way she did.

BY NICHOLAS FÖRSTER

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